No. 158
April '73
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MAD

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IN THIS ISSUE WE BUST...

"THE NEW CENTURIONS"

A MOVING JUNGLE TALE

WRITER: DON EDWING ARTIST: JACK DAVIS

NUMBER 158 APRIL 1973

MAD

"More diets begin in clothing stores than in doctors' offices!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

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CURTIS ANDERSON, DAVID FRAZIER *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—April, 1973, Volume 1, No. 158. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 19 issues $7.00. Outside U.S.A., 19 issues $8.75. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1973 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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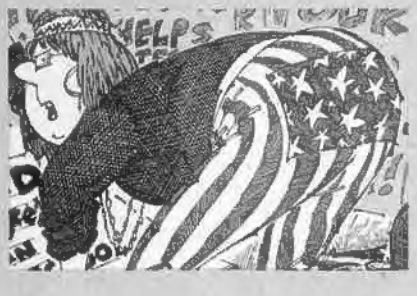

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PICTURE PUZZLE

Yep, it's a real puzzle to us why this full-color picture of Alfred E. Neuman, MAD's "What—Me Worry?" kid—which is suitable for framing (or at least training puppies)—doesn't sell! So why not give us "piece" of mind! Order now! Send 25¢ for 1, 50¢ for 3, $1.00 for 9, $2.00 for 27 or $4.00 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022

LETTERS DEPT.

ANTENNA ON THE ROOF

When I saw the cover on your "Antenna On The Roof" issue, I snatched it up, ready for a fantastic take-off on "Fiddler". Instead I got a lecture on the money-mindedness of middle class America. I think Frank Jacobs could have done much better if he had kept the story in Anetevka.

Jane Rosinski
Bethesda, Md.

Felicitations! Felicitations! Felicitations! I loved your spoof on "Fiddler On The Roof", although I enjoyed the movie, too. You racked 100 with my Mom on your "Christmas Hate Book", and the rest of the magazine was, as usual, psyched-out!

Sarah Mercier
Shreveport, La.

I thought the movie was good, but your satire was true-to-life, describing the way a lot of people live. Congratulations to the two "goofs" who wrote and illustrated it, Frank Jacobs and Mort Drucker!

Doris Dombi
Coraopolis, Pa.

"Antenna On The Roof" was really up there! Congratulations on a fine job.

Skip Fischer
Philadelphia, Pa.

VIRGINIA'S LETTER ANSWERED

I thought your "If Today's Celebrities Answered Virginia's Letter About Santa Claus" was fantastic! Especially the one from Joe Namath. If you can get in touch with Joe, tell him that he can lay those goodies on *me* anytime!

Patti Kimmerly
N. Creek, N.Y.

PROFITABLE FOOTBALL NEWS

I noticed in your "PROfitable FOOTBALL NEWS" you refused to recognize Canada. Is it our fault we play a better, more exciting game than your money-hungry meat-eaters?

Bill Rowlands
Ottawa, Ont.
Canada

MAD LOOK AT SERVICE STATIONS

As I sat in the local gas station awaiting my car to be fixed, I read "A MAD Look At Service Stations", and cracked-up. So did the guy behind me in line . . . right into the rear of my car.

Jennifer Baines
Westfield, N.J.

"CLODUMBO"

Credit Lou Silverstone with the pursuit and capture of TV's "defective" detective. Along with his apprehension of "COLUMBO", he also caught the incriminating, not-so-dumb, dum-dum dialogue which makes *me* a captive audience to the show. Please, another immediate assignment for super-sleuth Silverstone!

Molly Rosenkampff
Ardsley, N.Y.

Lou Silverstone really did the trick! Catching "Columbo's" unique speech pattern in his brilliant satire was a triumph. You can just about see Peter Falk in character, if you close your eyes while reading the MAD version. Come to think of it, that's a pretty good trick in itself.

Frank Judge
Grosse Pointe Park, Mich.

Even though Peter Falk is a cuddly, lovable slob of a cop, I enjoyed the subtlety of his totally annoying qualities. Fantastically funny farce.

Pat Zappa
N. Hollywood, Calif.

"Columbo" is one of the few TV shows I will go out of my way to watch, and I was thrilled to see it featured in your January issue. But one thing puzzles me. I always thought MAD did strictly *satire*. Since when have you gone into actual *script writing*?

Maryann Dumas
East Paterson, N.J.

We appreciate your affectionate machete-job on "COLUMBO". We think your writer, Lou Silverstone, knows more about the show than most of the guys who do the teleplays.

Richard Levinson &
William Link
Producers: "COLUMBO"
Universal City, Calif.

MINGO'S UNDER-COVER AGENT

For the past few issues, your covers have been exceptionally well done, thanks to Norman Mingo. F'instance, the one with Alfie eating corn, and the one with the straw hat pulled down over his head, and especially the one with The Godfather Family. Which leads me to ask: Why doesn't Norman Mingo do UNDER-COVER work? Not having him do articles *inside* MAD convinces me that you are (partially) the idiots you claim you are.

Ray Weitzel
Pittsburgh, Penna.

CHRISTMAS GREEDINGS

When I saw your "Christmas Greedings", I almost fell off my chair. I'm glad someone else sees who the jolly old man in the red suit really is.

Cathy Garey
Negley, Ohio

MAD CHRISTMAS HATE BOOK

Congratulations to Al Jaffee on his "Christmas Hate Book". I've picked out a bunch of the individual "hates" and left them in obvious places so certain people (teachers, parents, friends, etc.) will find them and take a hint.

Greg Martin
Scott AFB, Ill.

I completely detest "The MAD Christmas Hate Book" and Al Jaffee's work. I thought you had more class.

Raymond Duffy
Astoria, N.Y.

Your "MAD Christmas Hate Book" was very funny but lacked: DON'T YOU HATE . . . magazines that have articles about Christmas in them, during Thanksgiving.

Mike Oliver
Honolulu, Hawaii

How about DON'T YOU HATE . . . finding a price tag on one of your children's presents as you tell him Santa Claus brought it.

Steve Venturino
Bakersfield, Calif.

YOU KNOW YOU'VE REALLY GOT A PROBLEM WHEN . . .

"You Know You've Really Got A Problem When . . ." you've been buying MAD for years and you still enjoy each issue.

David Bartha
Trenton, N.J.

"You Know You've Really Got A Problem When . . ." you receive a gift subscription to MAD Magazine.

Nicholas Moffa
Bronx, N.Y.

DON'T YOU HATE . . ."You Know You've Really . . ." articles?

Cathy Brown
Twin Oaks, Penna.

REALISTIC MODEL CAR KITS

Your "'Realistic' MAD Model Car Kits" would have been *more* realistic if David Gantz had removed all the hub caps from his exhibits.

Irma Zwan
Vancouver, B.C.
Canada

"LOVE" OF JAFFEE

I must say that Al Jaffee has talent. He not only can write, draw and has a great sense of humor, but he has a rare loving side, too. The "Fold-In" page of your last issue was really nice, but it seemed a little out of place. "LOVE" in a MAD magazine?

Janet Gross
Hawthorne, Calif.

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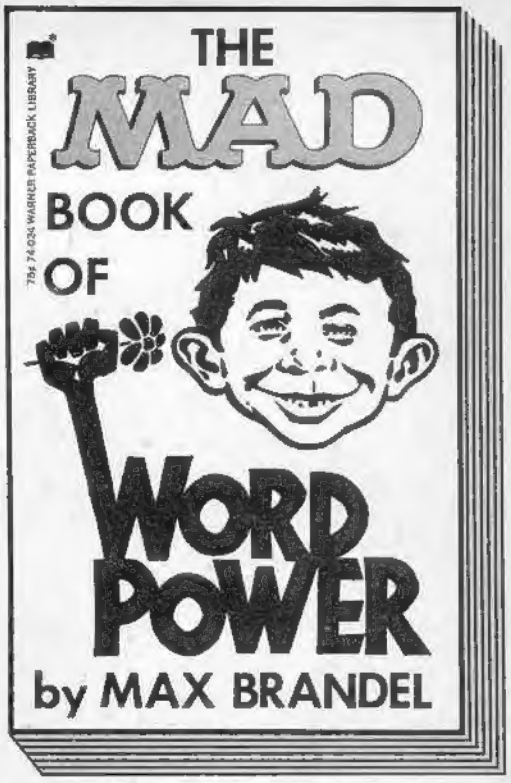

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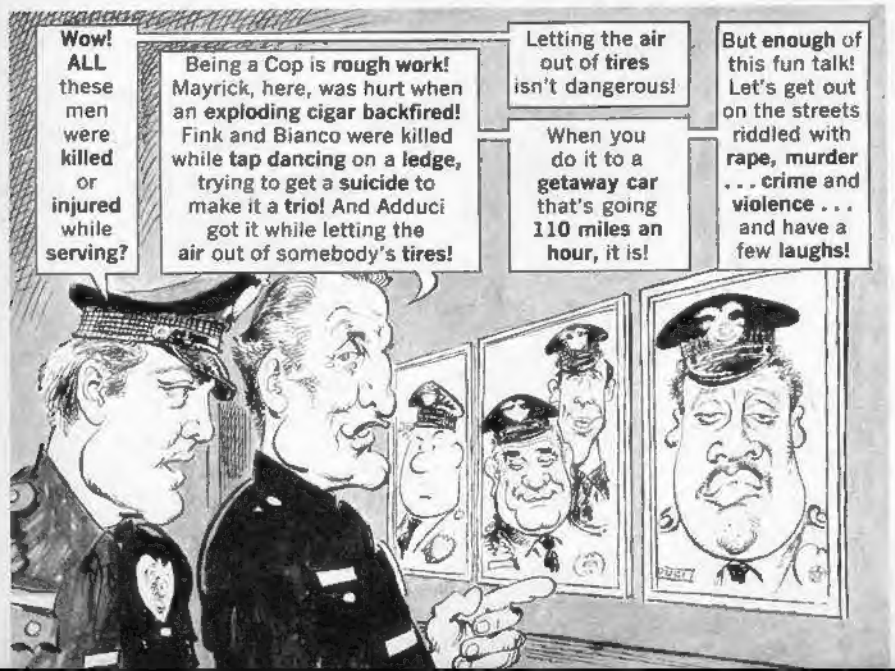
THE NEW COMEDIANS

ARTIST: MORT DRUCKER WRITER: DICK DE BARTOLO



C'mon, now! No more fighting! Tell you what I'm gonna do! I'm gonna **grant** you two a **divorce!** Would you **like** that?

Yeah!

No!!

I really mean **"Yes!"** But if I **said** that I'd be **agreeing** with her!

Okay, place your hands on my badge . . . By the power vested in me by the State of California, and by the insane imagination of the **writer** of this ridiculous film, I now pronounce you **UN-husband** and **UN-wife!**

But **you** can't divorce them!

Why not? Last week, I **married** them!

Le'me tell you a little bit of **Kilvicesky's Law!** If somebody gives you a **fist,** you give 'im a **stick!** If he gives you a **stick,** you give 'im a **knife!** If he gives you a **knife,** you give 'im a **gun!**

What if **they** give **YOU** a gun!

You give 'em your **feet!**

How does **feet** top a **gun?**

You **run** like a **mother!**

Oh-oh! Pull over here! Looks like some **trouble** that might be good for a few **one-liners!**

Officer, this lady tried to cash a **rubber check!**

Well! Looks like we **BOUNCED over** just in time!

Is it **really** a rubber check . . . or are you **STRETCHING** a **POINT?!?**

But **seriously,** folks . . .

Listen . . . I didn't **know** it was a bad check! You—you gotta **believe** me!

I believe you!

You **do** . . . ?! Then how about **YOU** cashing it for me?

I just **stopped** believing! Who gave you this check?

A young Black man, about twenty years old, with an **Afro haircut,** wearing **dungarees,** a **torn T-shirt** and **dirty leather sandals!**

Is **this** the man?

That's him! **That's** him!

But **this** guy doesn't match **ANY PART** of her description, Kilvicesky!!

That's just **another** bit of **Kilvicesky's Law,** my friend! Since **Judges** throw **EVERYTHING out of Court** these days, why bother with little details like **matching descriptions?!**

Bratty stayed up **all night** so she could have **dinner** with us when you came home! Aren't you going to **say** something to her?

Sure! Bratty, because you stayed up **way past your bedtime,** you **can't have ANY dinner!**

But, Daddy, I'm **hungry**—*yawn*—and I'm **tired!** Can't I eat dinner and go right to bed?

No . . . you can eat **breakfast** and go right to **school!** Unless you want me to arrest you for **Truancy!**

But seriously, folks—

BURP!
Boy . . . the streets are sure filled with a lot of Ladies of the Evening!
Yeah! And there are a lot of Hookers out, too! Let's arrest a bunch of 'em, drive 'em around town, get 'em drunk and then set 'em all free!
POLICE
HOTEL
Okay, girls! You five! Into the van! Move!
Kilvicesky, you dirty rotten &¢%$#@&¢%!!
What are you getting sore about! He's not arresting you!
THAT's what I'm getting sore about! I haven't had the Kilvicesky Treatment in MONTHS! I gotta stay here and work my &¢%$#@* off while those dames go for a joy ride around town with FREE BOOZE!!
Okay, they're so drunk they won't cause any trouble! Let 'em out . . .
POLICE
Bye, Kilvicesky! Pick us up again —hic—tomorrow!
Thanks fer a won'erful —hic—time!
Calling Van 45! Calling Van 45! There's a bunch of drunken women on the corner of Stagg and Elm! Arrest them!
ARREST them?!? I just put them there!
Well, from now on, just leave 'em on the streets where they stay sober and we never get any complaints about them!
Now, proceed to 22 Bacon Street, where a Mother is reported to be mistreating her baby!
POLICE
We got a call there's a baby being mistreated, and: Say! She's quite a baby herself!
Well, then, why don't WE mistreat HER?!?
Where is the baby, Ma'am?
Taking a nap!
Well, then, that baby's under arrest for stealing!
If you touch that baby you'll be sorry!
Why? Haven't you changed his diapers?
I won't let you take it! I'm gonna hold onto his leg!
Good! Then I'll grab his wing!
And I'll take the white meat!
This is a BABY —not a turkey!
You'll change your mind when you see some more of this movie, lady!
Wow, am I bushed! Kilvicesky and I spent the whole night convincing some jay-walker he was going to get the electric chair! Boy, did we have him going!
Now, I need some sleep!
Aren't you even going to talk to me first?!? I'm so lonely lately! You put in such crazy hours, I don't see you any more! We're like total strangers!
Are you starting THAT again, Eleanor?
My name is DOROTHY!

What's that **racket?!?**

Wow! That **IS** a racket!!

I've got it! Have the **Plumber** come when I'm at **work!** Then I can get my **sleep** during the **day,** and—*snicker* —**you** won't be **lonely** at **night!**

The **Plumber!** He's fixing our **leaky faucet** for **$50.00!**

Never mind **him!** What are you going to do about **my loneliness?**

CLANK! BAM!

I already **thought** of that, but he charges **DOUBLE** at night, and **we can't afford it!**

O.K.! Touche! So a **Plumber** makes **more** than a **Cop!** What's so funny about **toilet** and **cesspool jokes!?** Get **rid** of him!!

I can't! But **don't worry!** You won't even **hear** the Plumber!

How come?

Because I **also** called the guys to dig up the **driveway!** You won't hear the **Plumber** over the noise of the **jack-hammer!**

Okay, let's see your license!

Why? You're stopping me because of **COLOR,** aren't you?

No! We stop a **lot** of trucks, no matter **WHAT color** they are! Now, get in the car! You're under arrest!!

WHAT FOR . . . ?!

For **speeding,** passing a **red light,** running a **stop sign,** and not giving me enough **"straight lines"** so I can be **funny!**

Now . . . get into the **car,** Mister!

Not me, Pig! **I'm** not gettin' into no **Police Car!**

This is Car 22! Send an **ambulance** to 12th and Main—**and hurry!**

Ambulance?! What **for?** There's no accident!!

We're gonna **NEED one** if you don't get into the **car!**

Okay! Okay! I'm going!!

That was **pretty clever,** making him think that if he **didn't** get into the car, you'd send him to the **hospital** in an **ambulance!**

HIM . . . ?!? That ambulance was for **ME!!** Did you see the **muscles** on that guy?!!

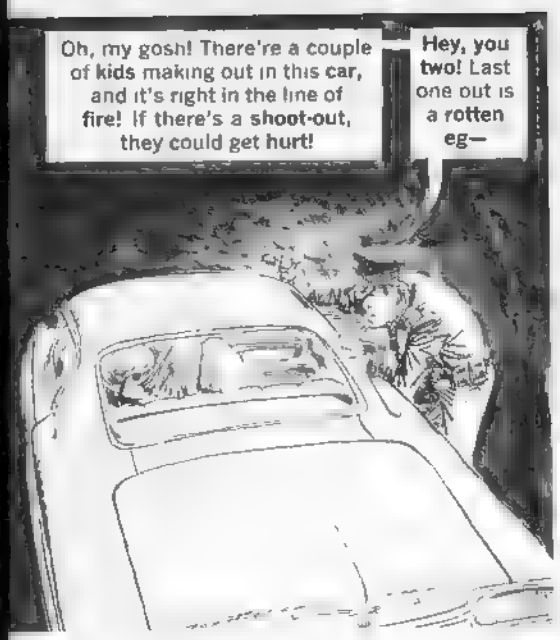
Hey! I think there might be a **hold-up** going on in that **liquor store** there!

How do you know?

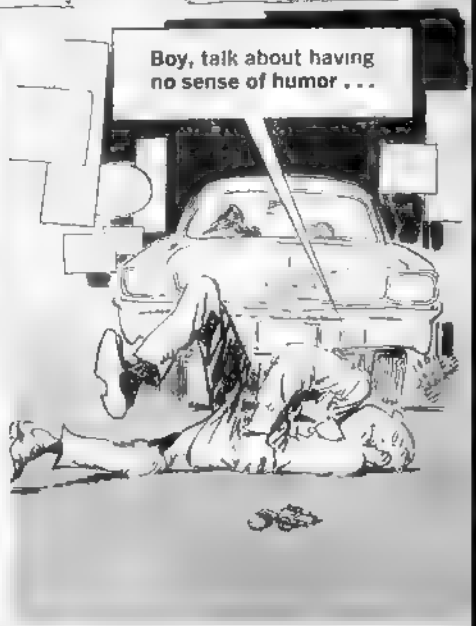
It's like a **sixth sense** with me! Also, there's a guy at the **cash register** with a **mask** and a **gun!**

I'll cover the **alley,** the **back,** the **fire escape** and the **roof!** What are **YOU** going to cover . . . ?

My **eyes!!** But seriously—

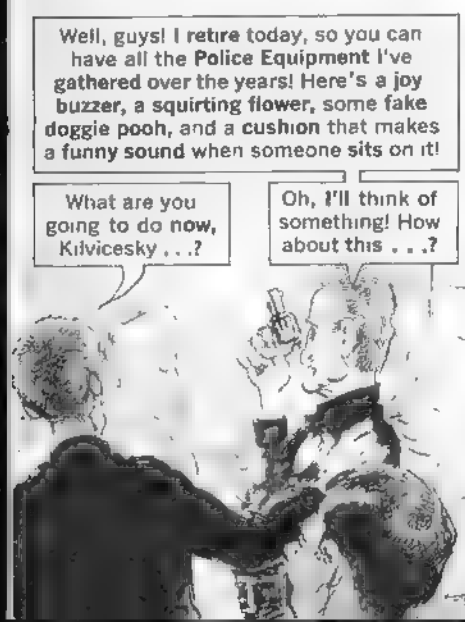

Oh, my gosh! There're a couple of kids making out in this car, and it's right in the line of fire! If there's a shoot-out, they could get hurt!
Hey, you two! Last one out is a rotten eg—

BARG

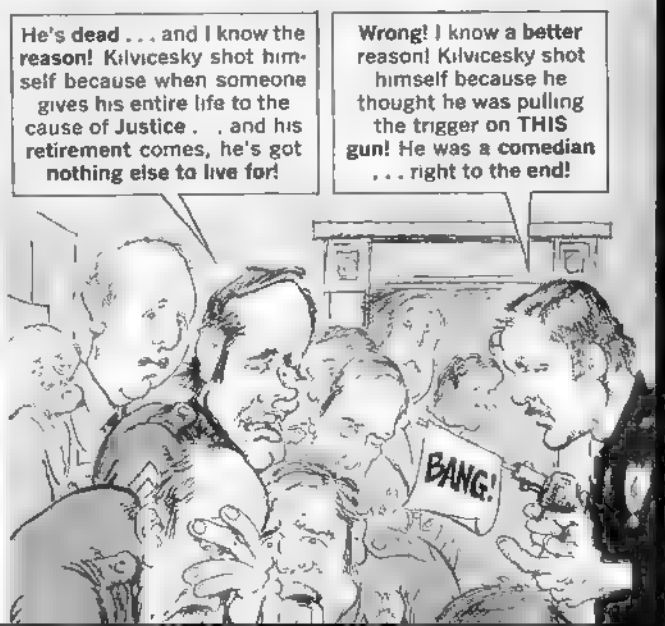

Boy, talk about having no sense of humor . . .

Well? Did you learn anything from that little incident!
Yeah! Never mess with a guy and a girl when they're messing with each other!
I'm glad to see you haven't lost your sense of humor!
No, my sense of humor I kept! What I lost was about fourteen feet of my INTESTINES!!

Tell them they no longer have to pay that crooked slumlord $50.00 each a month for this! They're all moving into MY place for $45.00 each a month!
That's great, Kilvicesky! Gee, your apartment is a hundred times better than THIS dump!
My apartment?! I'm moving them into my garage! After all, they're only wetheads!
Er—you mean wet—BACKS!!
In my garage, they'll be wet-HEADS!! The roof leaks!
But, seriously—


Well, guys! I retire today, so you can have all the Police Equipment I've gathered over the years! Here's a joy buzzer, a squirting flower, some fake doggie pooh, and a cushion that makes a funny sound when someone sits on it!
What are you going to do now, Kilvicesky . . .?
Oh, I'll think of something! How about this . . .?

Oh-oh! I needed this like a hole in the head! But seriously—
BLAM!


He's dead . . . and I know the reason! Kilvicesky shot himself because when someone gives his entire life to the cause of Justice . . and his retirement comes, he's got nothing else to live for!
Wrong! I know a better reason! Kilvicesky shot himself because he thought he was pulling the trigger on THIS gun! He was a comedian . . . right to the end!
BANG!

I'm leaving you, Boy! You're so in love with the Police Force that you've completely forgotten about me and our child!

That's ridiculous, Betty! I LOVE you and our son!

My name is DOROTHY . . . and he's our DAUGHTER!

Boy, I no longer have any respect for you as a man!

Would you have any respect for me as a WOMAN?

You've been on that VICE SQUAD too long!

Okay, Boy! So your best friend committed suicide, your wife left you, and you realize there's no future being a Cop! Is that any reason to drink?!

So WHO's drinking!? Besides, if you think I've been drinking—*hic*—then YOU drive!

I AM driving!

We understand you had a robbery! What did they take?

EVERYTHING but the bar!

What are you complaining about?

Er . . . I'd offer you something alcoholic, but I know you're on duty and you can't drink!

Lady, the only reason he can't drink is he's too drunk to hold a glass!

I'll take some Scotch!

Do you want anything with it?

Yeah . . . a straw! Hey, can I come back later when I'm off duty?

What for . . . ?

Well, I thought we might fall madly in love and develop an improbable relationship to go with all the other improbable events in this movie!

Out of th' car, lady! I drink you been thinkin' too mush! —*hic*—

Not as much as YOU, Cop!

B'sides, i's illegal t'have TWO PEOPLE at th' wheel!

Well, now it's THREE people at the wheel . . . because you're coming with us!

Hold it, Lady!

ZOOOM!

No! Please! STOP!

No further! Please! Help! HE-L-L-L-P!!

Dammit!—*hic*—I wanted t' go UPtown, not DOWNtown!

I had to come back! Do you understand why?

Yes! Because I am a woman and you desperately need love!

No! Because you are a NURSE, and desperately need bandages!

The punk I was chasing got away! The lousy &¢%$#@?!

It makes me so mad . . . so furious . . . so &¢%$! angry!

Hit it harder, Pig!

You really think you're tough, eh? I wreck your car, and you ask for more!

It ain't MY car, Mack! It's YOURS! I stole it from the parking lot behind the Police Station!

You know, I've fallen deeply in love with you, and it's partly due to your fantastic cooking! What do you call THIS wonderful breakfast concoction?

It's called "toast"!

Gee, I'm really looking forward to today! It's going to be so great, so much fun, so full of laughs!

Oh? You're taking the day OFF?

No . . . I'm going to WORK!!

Well, you be careful! Because if you happen to get through another eight hour shift alive, I'll make you another one of my specialties . . . CORN FLAKES!

There's a crazy man up there, with a GUN!!

How do you know he's crazy?!? Are you a housewife . . . or Dr. Joyce Brothers?!

That's IT Copper! I can't stand no more!

Why?! *Gasp!* What—*gasp*—what'd you do THAT for?

Because I've had it up to here! Jokes . . . jokes . . . jokes! A movie about the Police, with nothing but violence and jokes! Where's any mention of the GRAFT, the PAYOLA, the KICK-BACKS, the SHAKE-DOWNS, the FREE MEALS, the SLEEPING ON THE JOB, the BLACKMAIL, the CORRUPTION!?!

Wh-what do you want . . .? This picture to bog down in REALITY?!? Besides, think of the RISKS a Cop takes! He never knows if someone's going to shoot him, or stab him! Danger could be lurking around any corner! He never knows for sure if he's going to come off his next shift alive . . . or dead!

Well, you're right about that part! It does take GUTS to be a Cop!

Yeah! And—*gasp*—HERE THEY ARE!

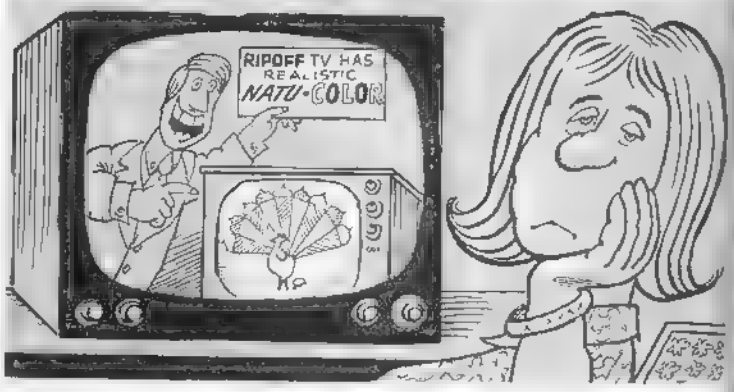
See that?!? What'd I tell you?!? Once a comedian, always a comedian!!

SCREEN PLAGUES DEPT.

Hey, gang! Here we go again with another MAD "Hate Book" . . . those little literary gems calculated to help you feel better by letting

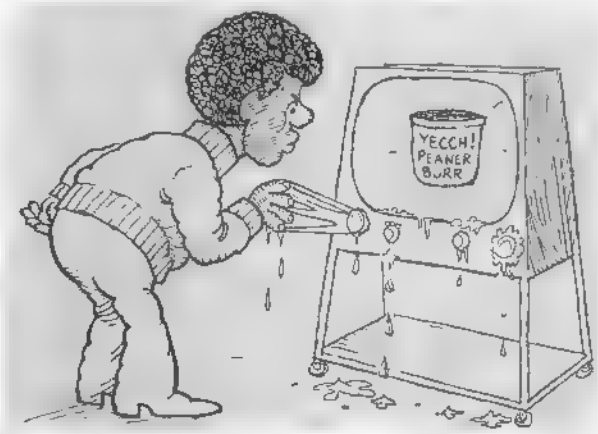
THE MAD TV VIEW

DON'T YOU HATE . . .
. . portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.

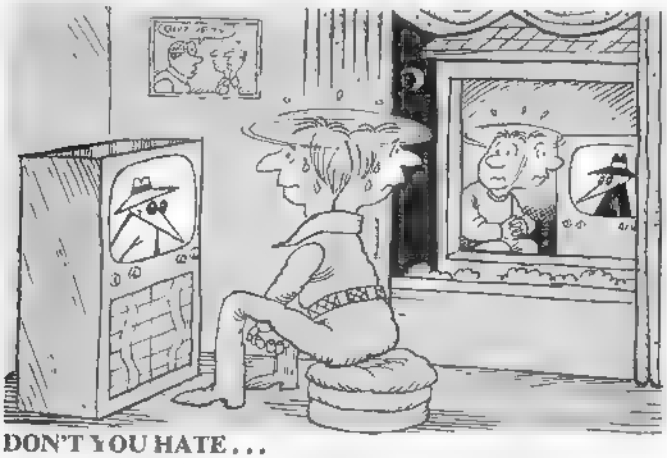


DON'T YOU HATE . . .
. . . the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set . . . and it's a waste of time if you already do.

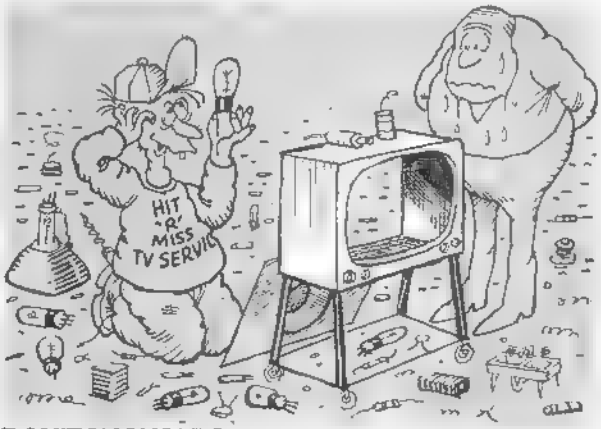
DON'T YOU HATE . . .
. . . commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.



DON'T YOU HATE . . .
. . . discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



DON'T YOU HATE . . .
. . . two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfsville.



DON'T YOU HATE . . .
. . . watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.

you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

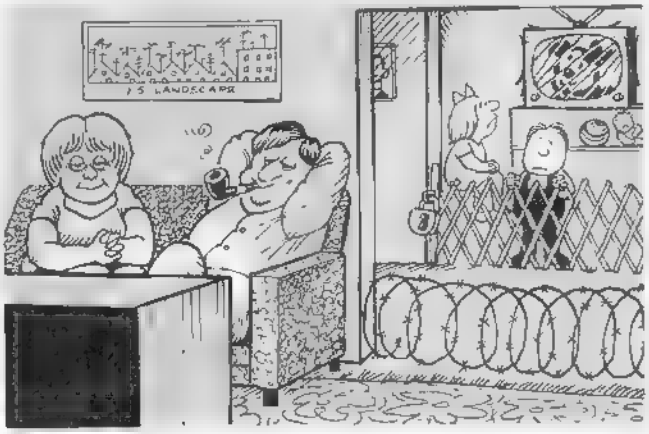
ERS HATE BOOK

ARTIST & WRITER:
AL JAFFEE

DON'T YOU HATE . . .
. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.

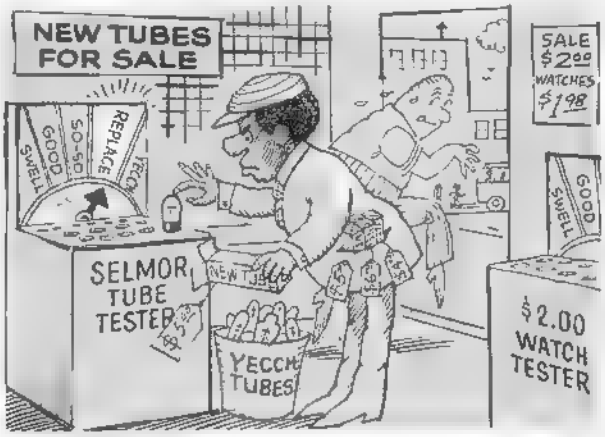
DON'T YOU HATE . . .
. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.

DON'T YOU HATE . . .
. . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.

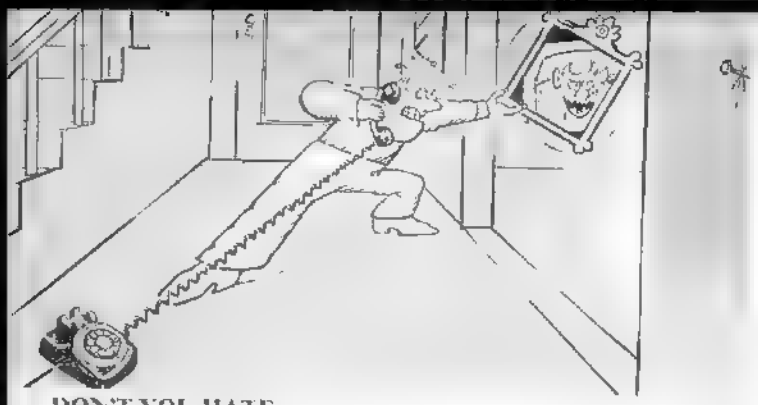


DON'T YOU HATE . . .
. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.

DON'T YOU HATE . . .
. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.



DON'T YOU HATE . . .
. . self-service tube-testing machines that are about as accurate as a $2.00 watch.

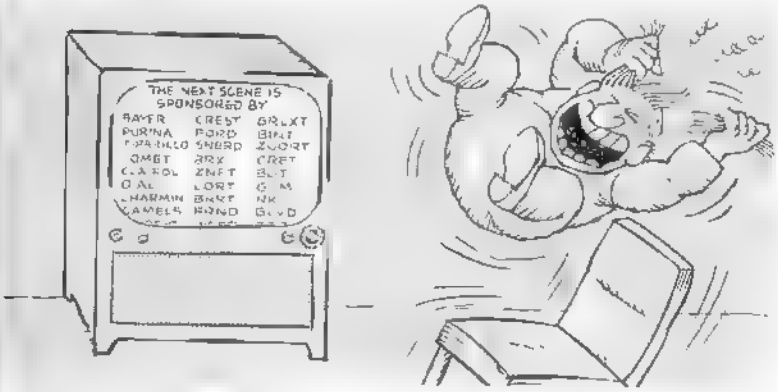


DON'T YOU HATE . . .

. getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.

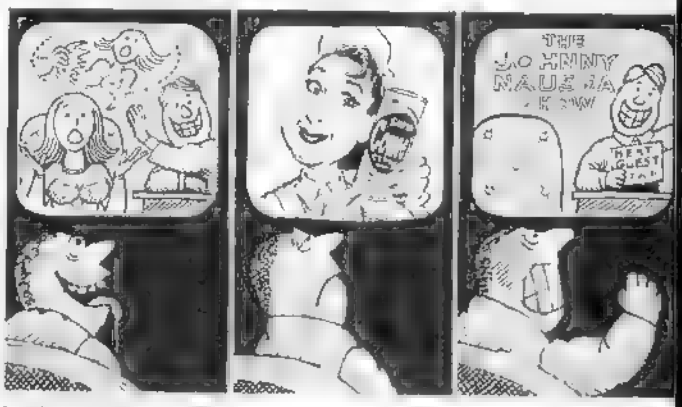
DON'T YOU HATE . . .

. unexpected company just as you're settling down to watch a program you've waited three weeks to see.



DON'T YOU HATE . . .

. how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.

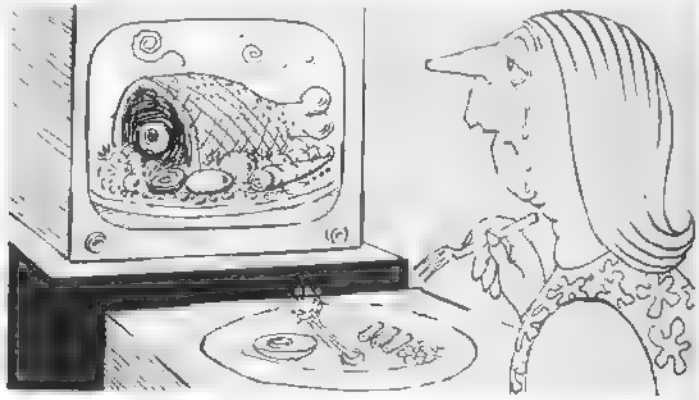


DON'T YOU HATE . . .

. . . talk shows that break for six inane commercials just as a guest is about to make a dazzling point.

DON'T YOU HATE . .

. . discovering after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.

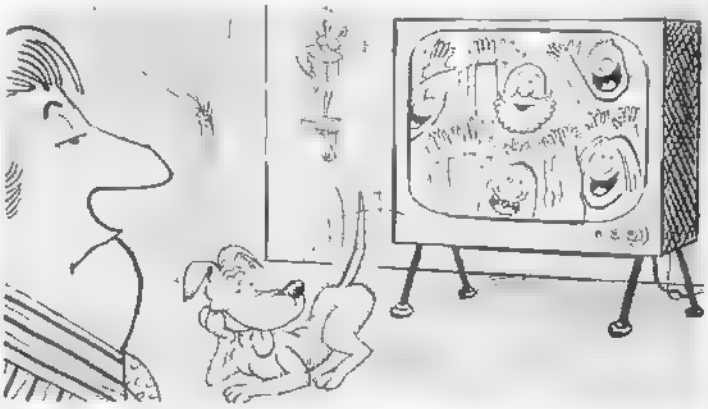


DON'T YOU HATE . . .

. when they show one commercial after another of luscious, delicious-looking foods . . and you're on a starvation diet.

DON'T YOU HATE . . .

. . . the distracting nuisance of TV in public places.

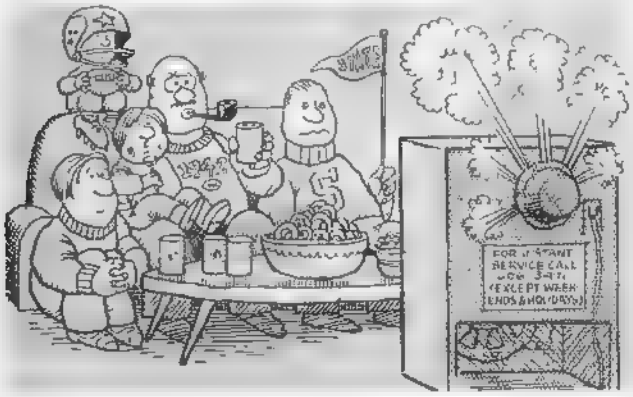


DON'T YOU HATE . . .

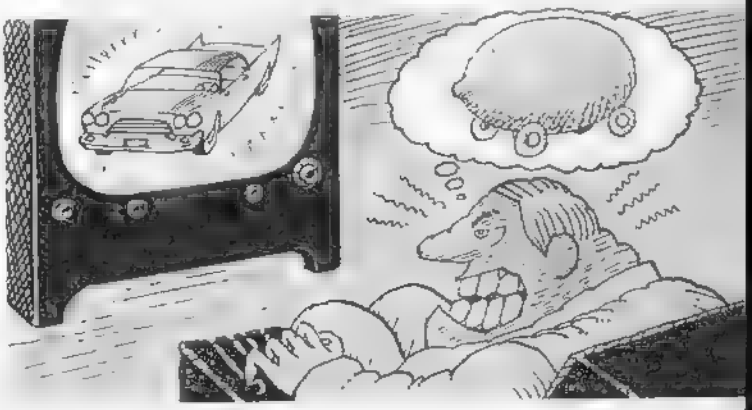
. . . people who wave like idiots when they see a TV camera

DON'T YOU HATE . . .
. . holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.

DON'T YOU HATE . . .
. . . having younger children in the family who somehow manage to remove and misplace every knob on the set.

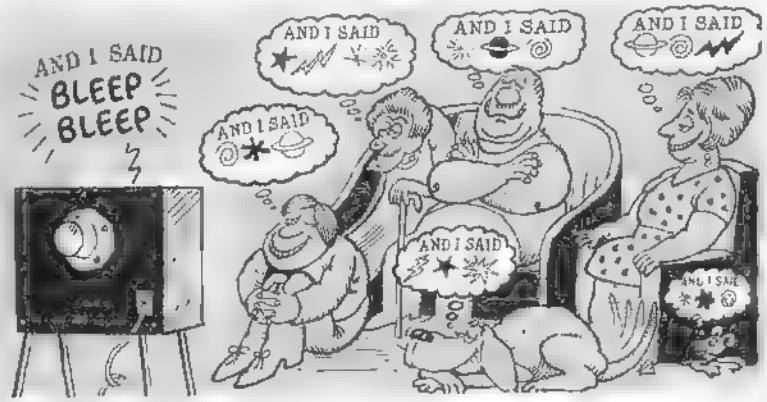


DON'T YOU HATE . . .
. . . settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



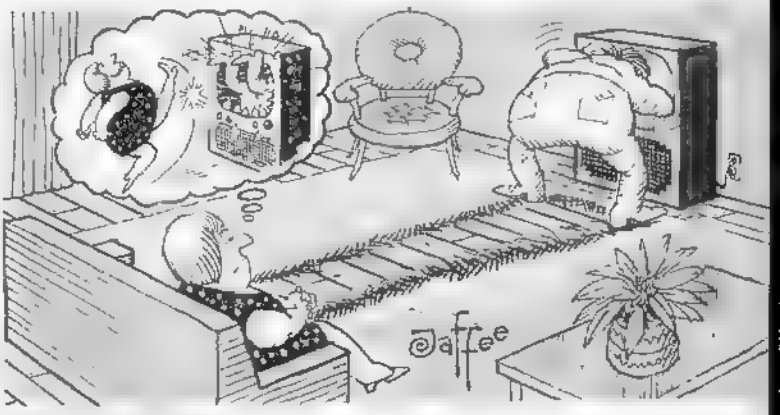
DON'T YOU HATE . . .
. . watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made

DON'T YOU HATE . . .
. . . that huge bulding that's suddenly erected right between you and all the TV transmitters.



DON'T YOU HATE . . .
. . . finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.

DON'T YOU HATE . . .
. . . meals prepared by Mothers addicted to Daytime TV.



DON'T YOU HATE . . .
. . . people who are never satisfied with the way a set is tuned.

Wilfred E.
2 A

Mx sumer Vacashin

i spent ~~too~~ to weeks all sumer at my granpa Efties on a farm in ~~Conzu Canz~~ Canzus. i saw manny pigs their. Sum of the pigs saw me ~~too~~ two. With there tink ~~eeis~~ eyes. the big pigs were verry big. Sum Litle pigs got born wile i was their. they were Litler. My granpa Eftie gos out and feeds the pigs evrry day. i think that is what Maiks the pigs smell like my granpa Eftie evrry day.

Billy Eftie, 6B

How I spent my Summer Vacashian

I spent all summer just hanging around having mumps and chiken pocks and my cuzzen visit me. He is from ~~Cony Keous~~ out west wear I visitted my granpa a coupel years ago.

My granpa has a ~~farm~~ ranch there and grows pigs with very small eyes. (on the pigs) I ~~rem~~ rememmber I saw many big pigs and some litler ones their when I visitted him. I guess even the litler ones are big now ~~becaus~~ be caus my granpa feeds them a lot to make them smell He smells too. (my grandpa)

I spent my summer vacashian thinking a lot about that. Espeshly when my chikenpocks made me sick and ~~thoe~~ throw up.

Bill Eftie
General Science II

Special Work Project Report

As my special work project to get extra credit this summer I picked pigs as studying them is very scientific

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grand fathers farm in ~~Cony Kigos~~ Iowa. Also I got a lot of books out of the libary.

Part 2 - Scientific Conclusons

Pigs are a branch of the hog family which althow born small grow to be among our largur agricultral animals of probably 100 pounds or probably more This is probably due to their being fed dayly or oftenner which is probably oftenner than they need to eat which therefor makes them fat. We probably proved this scientific theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientificly that pigs are like people in this respeck. Also the pigs and my grand father smell a lot alike which makes them alike in another respeck which is another scientific conclusion I got from my special work project for extra credit. Also they have very small eyes and stare at you, but that is only the pigs.

SYMBOL ENGLISH DEPT.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

REW WAY

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .

RITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill J. Eftie
Remedal SoPhmore English
Mr. WAlgrebe - Period 7

"A TaLE OF TWO CITIES"

I founD this book to be 527 paGes long and as talked about in claSS, a work oF great English literature even though most of it seems to be about FRance. It is well written and holds the interest of the reAder well; expecialy through the first cHapter.

My onl y criticiSm of the authors' writing is the way he never says in the first chapter that the rabble (who were the FrenCh country people of their day that staRted the ~~FRENCH~~ French revolution by kiLLing all the city people) probably raiSed many pigs on their farmS. I think ~~it~~ the book ~~w~~would have made more sense if the author had said this in THe first chapter because pigs smeLL and have to be Fed every day which ~~I~~ could have mAde the rabble act like they did.

Unless the author wrotE about it in later chapters, the readeR ~~w~~/ also wouLD not learn that pigs have very smaLL eyes and stare AT you when ~~[illegible]~~ you star e at them.

This could make the rabble bloodthirsty as I learned while doing a loT of outside reading in KAnsas a couple of years ago. But the author leaveS this importgnt fact out of Chapter 1.

I have no other critIcism of this book as I found all the rest of it to be a Work of great literature as we taLked about it in class.

Wilfred Eftie

1. Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitious.

Wilfred J. Eftie
Advanced U.S. History 405
Independent Study Report--Fall Quarter

CONTRIBUTARY FACTORS IN THE CLOSING OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1890 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untrammeled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people(including Indians), and this alone is sufficient to reveal a

THE ABSENCE OF RURAL FAUNA AS IT RELATES TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts in Sociology by Wilfred J. Eftie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rurality as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = \frac{PSM^2}{H}$$

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.H.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

A QUALITATIVE ANALYSIS OF SWINE VISION AS IT PERTAINS TO HUMAN BEHAVIORAL RESPONSE IN OSBORNE COUNTY, KANSAS.

A dissertation based upon primary research and presented as a qualification for the degree of Doctor of Philosophy in Abnormal Zoology by Wilfred Jeffred Fftie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period[1] during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs[2] comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye[3] (as intensified through the pig smell/eyelid blink factor[4]) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles[5]. By the same token, animals in the control group progressed, without exception, from small to large size as they matured[6], thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors[7], as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hogwash", "schweinhundt", and, most revealing, "in a pig's eye".[8] This "sour grapes" response typifies the full range of

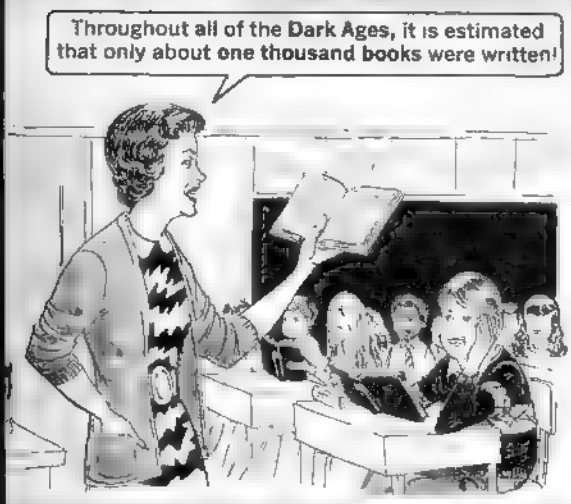
1. 1953 & 1954, primarily in July.
2. 41 Poland Chinas (*Chinus Polockus*) and one brown one
3. As computed in cubic centimeters
4. Ibid
5. Funk & Wagnalls Standard Dictionary, 1939 Edition, pg. 878.
6. Approximately 12 lbs. to much heavier in addition to larger.
7. See above
8. Greebick, "The Pig in Our Language," privately printed, 1884.

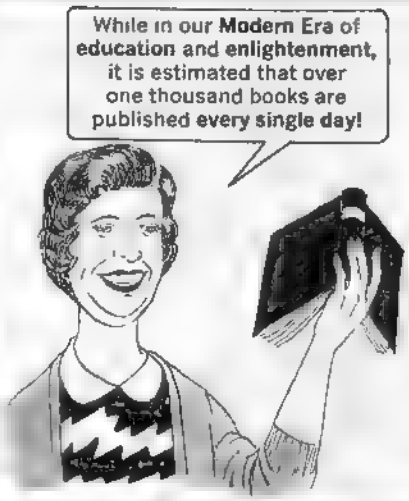
DON MARTIN DEPT. PART I

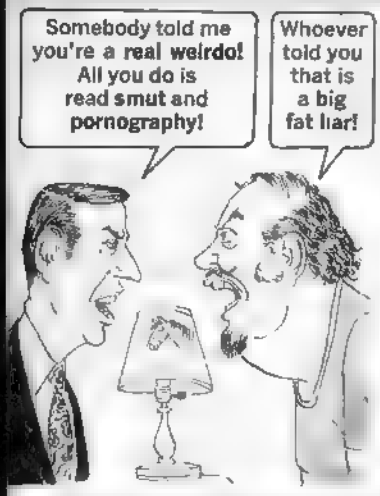
LATE ONE NIGHT IN A WATERFRONT TAVERN

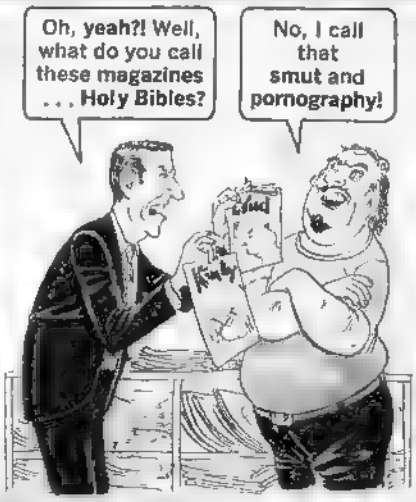
BERG'S-EYE VIEW DEPT.

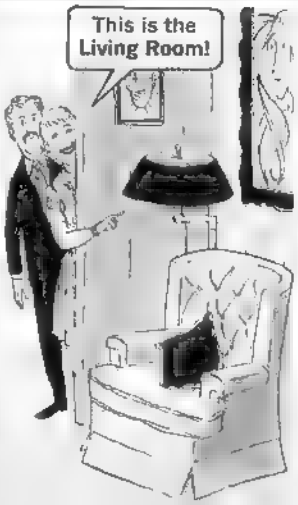
THE LIGHTER SIDE OF... READI

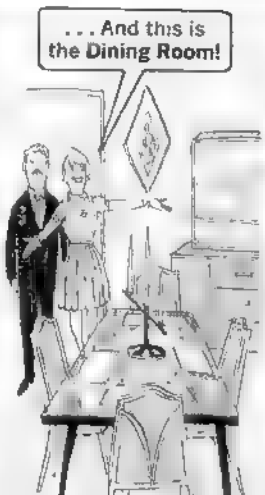












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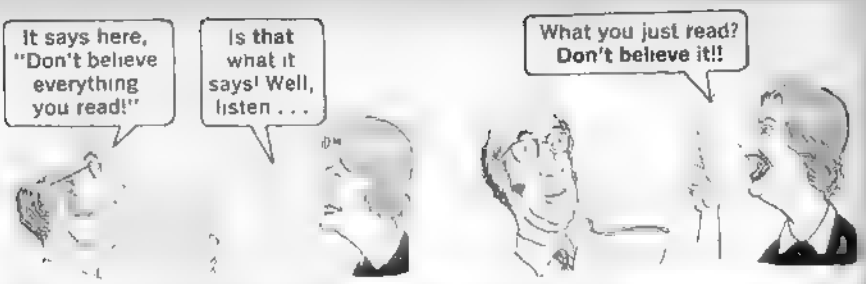
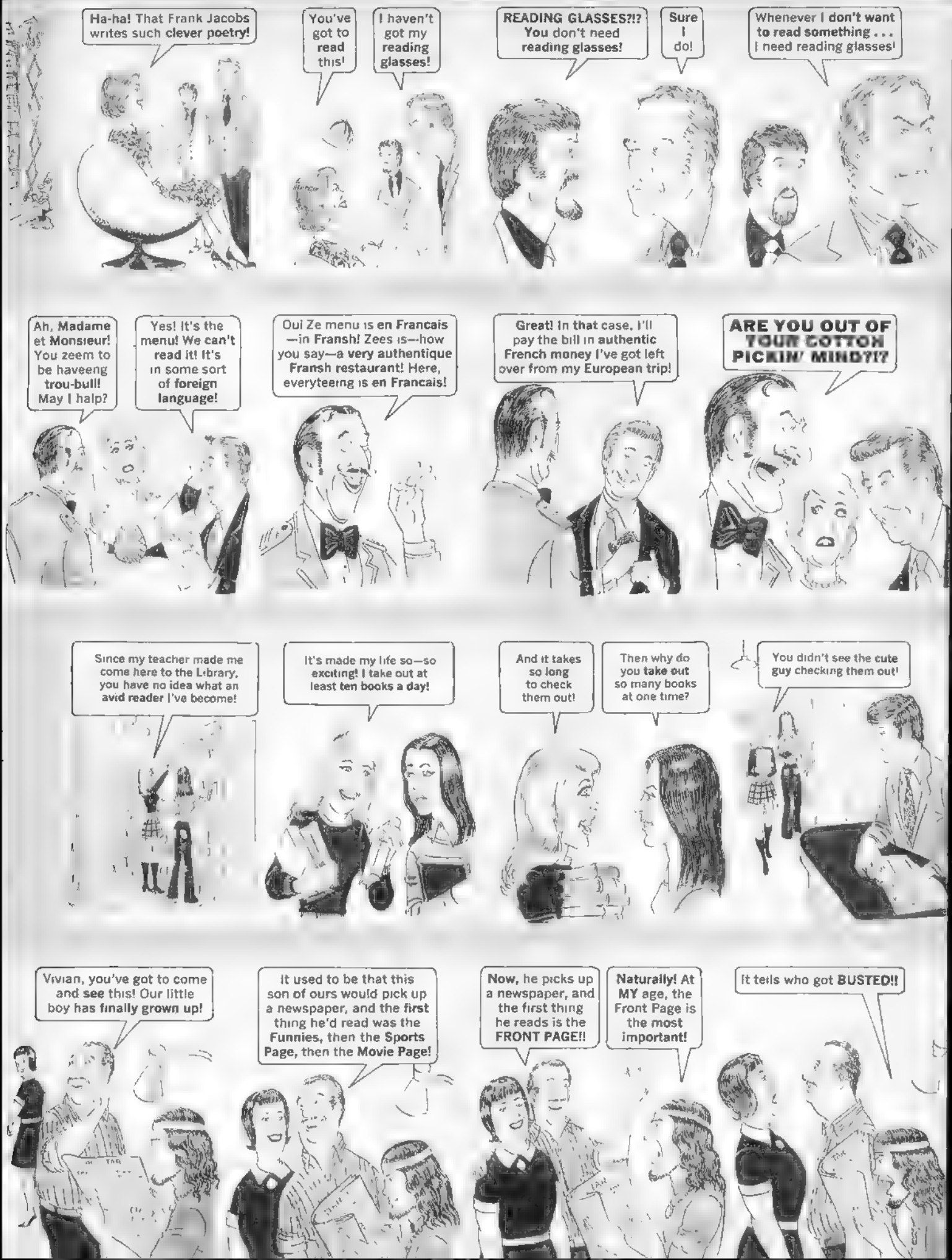
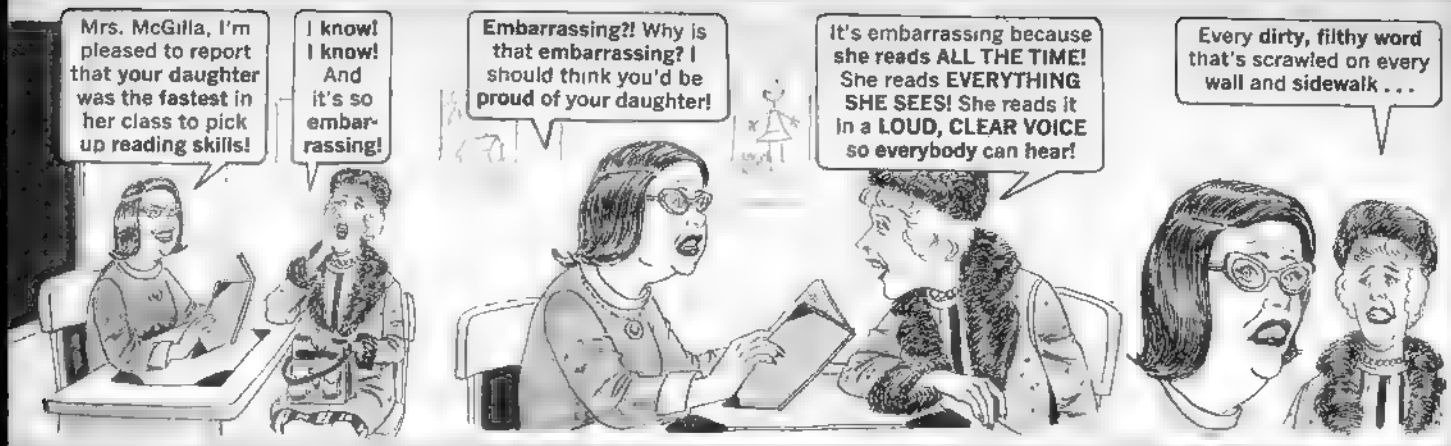
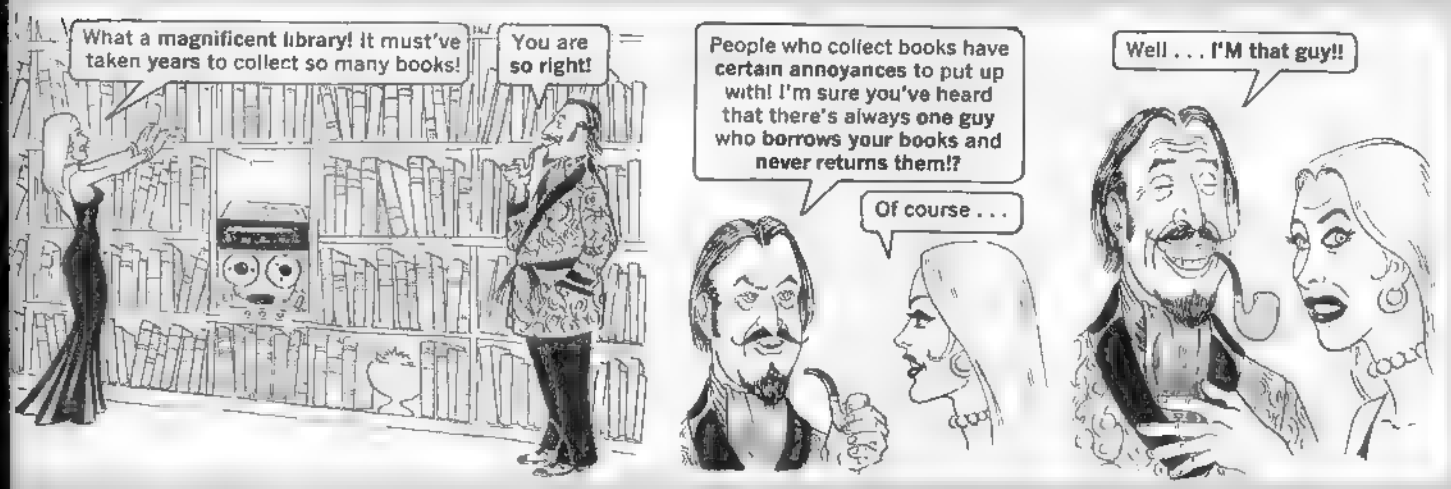


ARTIST & WRITER: DAVE BERG

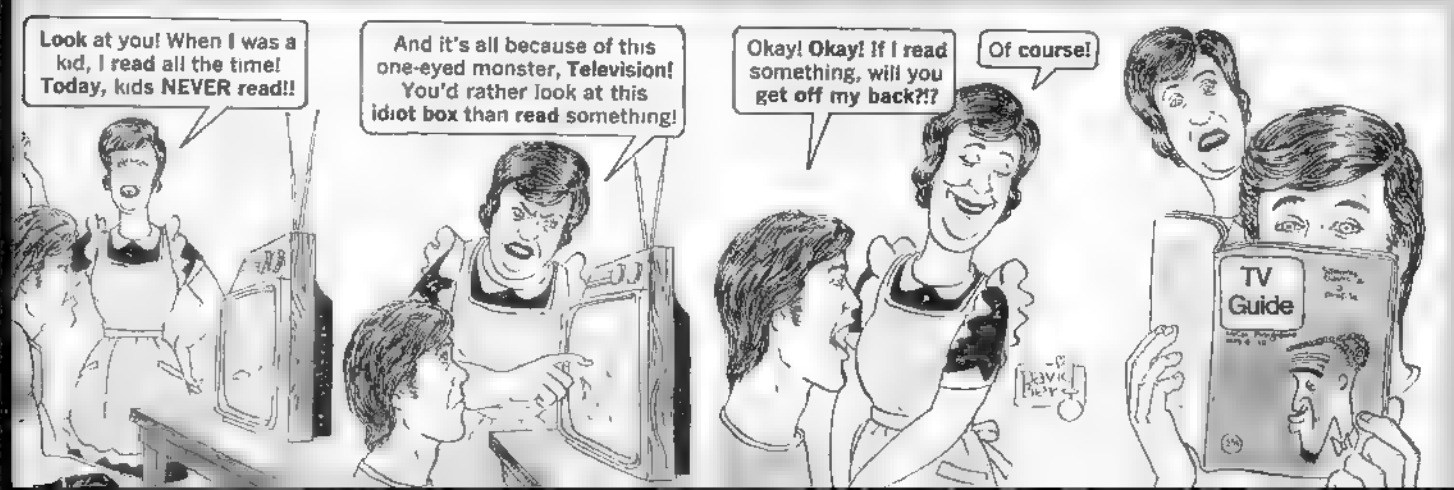
Mark Davids, are you reading Comic Books in class! Give them to me this instant!!
I'm throwing this trash where it belongs . . . into the trash basket!
WOW! That's some collection of Comic Books you've confiscated! What are you going to do with them?
What else?! Bring 'em home to MY kids! Listen, it's cheaper than buying 'em!
Wow! What a library!
Yes! I'm an insatiable reader!
I read at least a book a day! In my lifetime, I've read thousands of books!
Gee! No kidding?!? Then you must have read "Love Is For The Very Young"!
No, I haven't gotten around to reading that one yet!
WHAT?! You never read "Love Is For The Very Young"?!
Then you haven't read ANYTHING!!
Oh, I see you're reading the evening newspaper! What's with the Mayor?
Dead . . .
He is?!? Oh, my God! That means the President of the City Council takes over! What's with him?
Dead . . .
Oh, no! What's going on?!? Everybody is dropping dead!
Look, this is my unwinding time . . .
That's when I read my evening newspaper! And when I'm reading my evening newspaper, as far as I'm concerned . . .
EVERYBODY CAN DROP DEAD!!
I had to sign a very important contract today! I read it thoroughly, but I didn't understand it!
So I took it to my Lawyer! He read it, and explained it to me! THEN I signed it!
What did your Lawyer say?
I dunno! I didn't understand my Lawyer either!


Ha-ha! That Frank Jacobs writes such clever poetry!
You've got to read this!
I haven't got my reading glasses!
READING GLASSES?!? You don't need reading glasses!
Sure I do!
Whenever I don't want to read something . . . I need reading glasses!
Ah, Madame et Monsieur! You zeem to be haveeng trou-bull! May I halp?
Yes! It's the menu! We can't read it! It's in some sort of foreign language!
Oui Ze menu is en Francais —in Fransh! Zees is—how you say—a very authentique Fransh restaurant! Here, everyteeing is en Francais!
Great! In that case, I'll pay the bill in authentic French money I've got left over from my European trip!
ARE YOU OUT OF YOUR COTTON PICKIN' MIND?!?
Since my teacher made me come here to the Library, you have no idea what an avid reader I've become!
It's made my life so—so exciting! I take out at least ten books a day!
And it takes so long to check them out!
Then why do you take out so many books at one time?
You didn't see the cute guy checking them out!
Vivian, you've got to come and see this! Our little boy has finally grown up!
It used to be that this son of ours would pick up a newspaper, and the first thing he'd read was the Funnies, then the Sports Page, then the Movie Page!
Now, he picks up a newspaper, and the first thing he reads is the FRONT PAGE!!
Naturally! At MY age, the Front Page is the most important!
It tells who got BUSTED!!

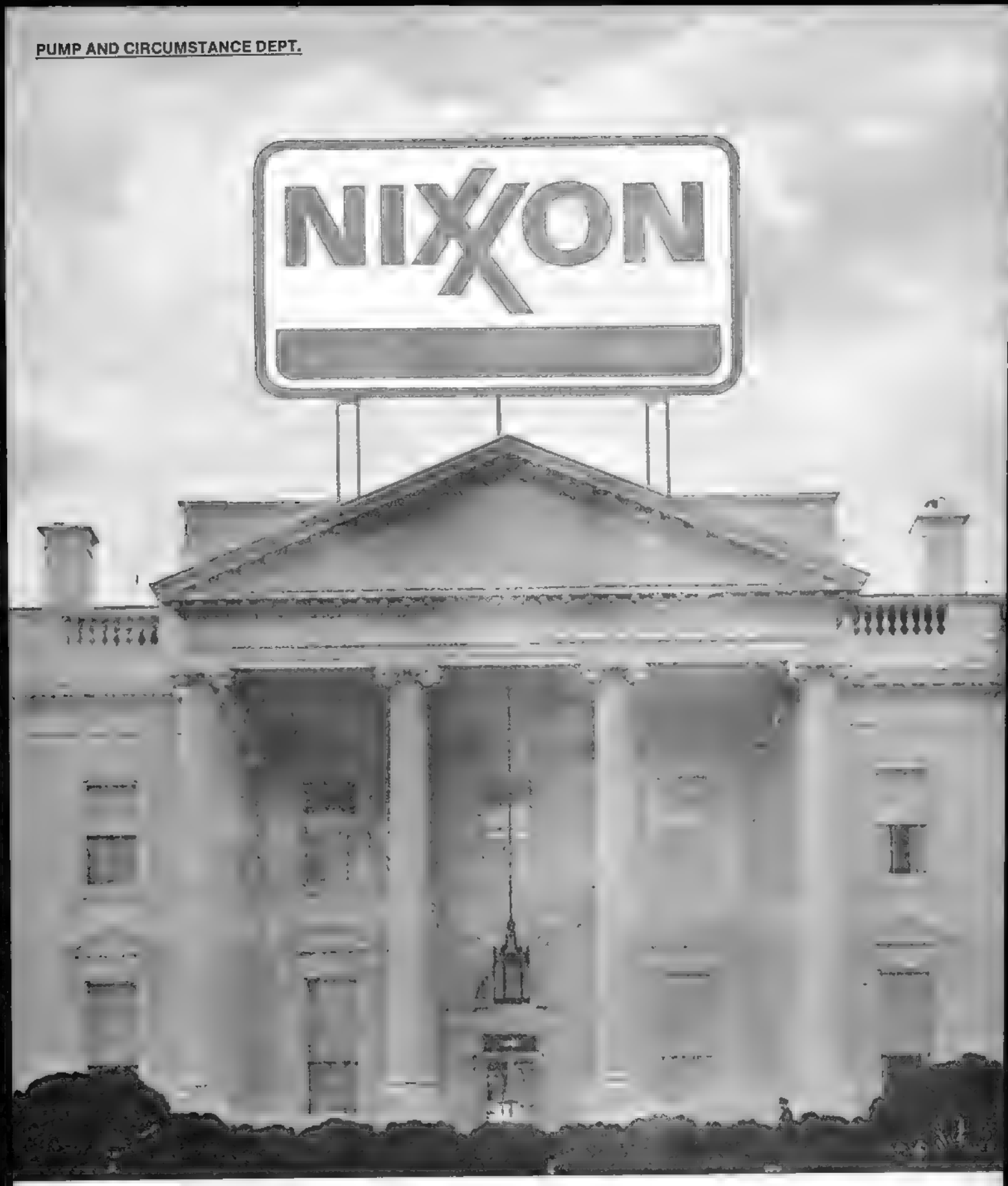

Mrs. McGilla, I'm pleased to report that your daughter was the fastest in her class to pick up reading skills!
I know! I know! And it's so embarrassing!
Embarrassing?! Why is that embarrassing? I should think you'd be proud of your daughter!
It's embarrassing because she reads ALL THE TIME! She reads EVERYTHING SHE SEES! She reads it in a LOUD, CLEAR VOICE so everybody can hear!
Every dirty, filthy word that's scrawled on every wall and sidewalk . . .


What a magnificent library! It must've taken years to collect so many books!
You are so right!
People who collect books have certain annoyances to put up with! I'm sure you've heard that there's always one guy who borrows your books and never returns them!?
Of course . . .
Well . . . I'M that guy!!

SHHHHH, Children! Your Father is reading the Stock Market Report, and you know what that means!
YAHOO!!


Look at you! When I was a kid, I read all the time! Today, kids NEVER read!!
And it's all because of this one-eyed monster, Television! You'd rather look at this idiot box than read something!
Okay! Okay! If I read something, will you get off my back?!?
Of course!
TV Guide

PUMP AND CIRCUMSTANCE DEPT.



...But It's Still The Same Old Gas!

IDEA BY MAX BRANDEL

PHOTO BY: W.DE WORLD

FATE-A-COMPLI DEPT.

Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...

. . . you're forever being told to line up in alphabetical order . . . and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...

. . . no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...

. . . every time you're lucky enough to find a parking space, you can't find any change for the meter?

Why Does It ALWAYS HAPPEN That...

. . . by the time you save up enough trading stamps to get what you wanted, the item has been discontinued

Why Does It ALWAYS HAPPEN That...

. . . when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...

. . . your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...

. . . the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?

HAPPEN THAT...

ARTIST: JACK RICKARD
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...

. . . Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...

. . . Doctors who keep you waiting the longest have the dullest magazines?

Why Does It ALWAYS HAPPEN That...

. the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...

. . . your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...

. . . the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...

. . . some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...

. . . the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...

. . . nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...

. . . the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...

. . . no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...

. . . your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...

. . . the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

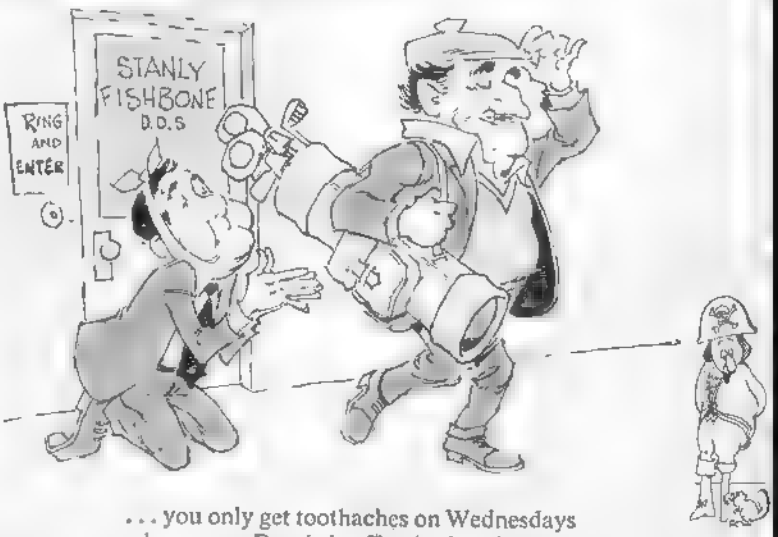
Why Does It ALWAYS HAPPEN That...

. . . the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...

. . . the elevator stops at every floor whenever you're late for an appointment?

Why Does It ALWAYS HAPPEN That...



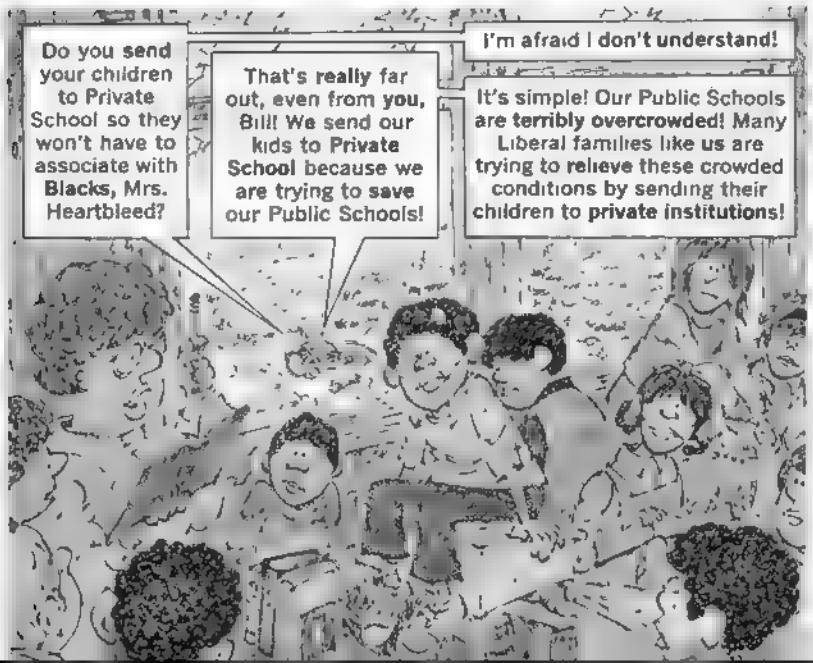
. . . you only get toothaches on Wednesdays when every Dentist's office is closed?

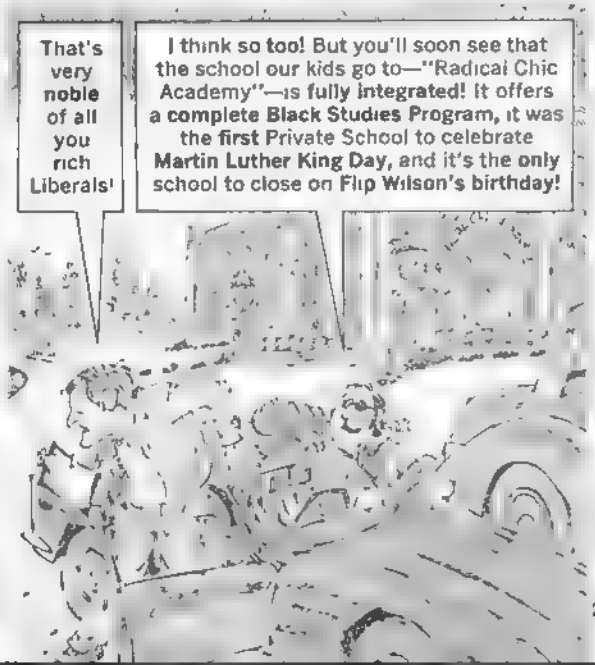
BLEEDING HEART BURN DEPT.

A few issues back (MAD #146, to be exact, nosey!), we interviewed the typical Middle-American *conservative* family. Seeing how many people we infuriated, we couldn't resist the temptation to step on some toes of the *left* foot . . . as . . .

MAD INTERVIEWS A TYPICAL LIBERAL FAMILY

ARTIST: PAUL COKER, JR. WRITER: LOU SILVERSTONE





There DOES seem to be quite a number of Black parents here!

Uh—these aren't exactly parents, Bill! Actually, they're chauffeurs, housekeepers, nurses and maids—waiting to pick up their employers' children!

I see! Tell me, do ANY Blacks attend this school?

Bill, there is at least one minority child placed in each class! And not just your common, everyday minorities like Blacks and Puerto Ricans! We've got Indians, Chinese, Italians—even an Eskimo boy! You have no idea how much it costs to fly him from Alaska!

All these underprivileged children are here on Full Scholarships, paid for by us—the "Parents Group"! It makes one feel good to help children of those less fortunate than one's self!

AND, of course, all the money we contribute is tax-deductible!

What are your views on the Police, Mr. Heartbleed?

Cops?!? Corrupt, every one of them! Y'know why they harass poor, underprivileged kids instead of going after the big Syndicate guys? I'll tell you! Because they're all on the take, and . . . HEY! MY CAR IS GONE!!

I just paid THREE GRAND for that new Ferrari, and now some punk kid's gone and stolen it . . .

Three thousand dollars for a Ferrari?!? A car like that's worth at least TEN thousand!

I know! I got it from a guy I met in a bar! I make it a policy never to ask questions when I'm offered a fantastic deal!

HELP! POLICE! HELP POLICE! I'VE BEEN ROBBED!!

I hope you don't mind if I picket for a while, Bill! I feel a person should STAND UP for what he believes in!

Go ahead! But don't you find it strange that my brother, the Conservative Senator from this State, is ALSO opposed to this very same housing project?

Yes! It's amazing how LIBERAL he's getting!

But I was under the impression that you Liberals favored low-cost housing!

We do, Bill! I think I speak for all the people here when I say we firmly believe the Government should build decent low-cost housing! It's one of the greatest needs this country has! Especially in the South! Why, have you ever been to Mississippi? You wouldn't believe the terrible living conditions down there!

TOM KNOWS ALL ABOUT SAX

Okay, then why are you protesting THIS housing project?

Bill, New Leftchester just isn't the right place for a development like this! It has nothing to do with race, mind you! It's just that there is a very distinctive quality about this community that we want to preserve!

What's so special about this community?

The houses!

Well . . . they ARE nice! But there's really nothing very distinctive that I can see about their architecture!

This has nothing to do with architecture! It's the price! They cost an average of $85,000 each—and THAT's what we're trying to preserve!

NO WHERE ELSE!

WHO NEEDS IT!!

What are your feelings about Marijuana?

Well, to be honest, Bill, I've never turned on! And I've ordered my kids not to go near the stuff until all the medical research results are in!

Hey, Walden! I need your John Hancock on this petition we're circulating asking the Government to legalize Marijuana!

I had the distinct impression that you were NOT in favor of legalizing Marijuana yet! And if that's so, then why did you sign that petition?

Bill, I'm a Liberal, and proud of it! But I can't always do exactly what I'd like! There's such a thing as "taking the Liberal position!" If the Liberal leaders are FOR legalizing pot, then I've got to go along! You Conservatives have it easy! If the Left is for it—you're against it!

I guess it's safe to assume that you're opposed to the Draft!

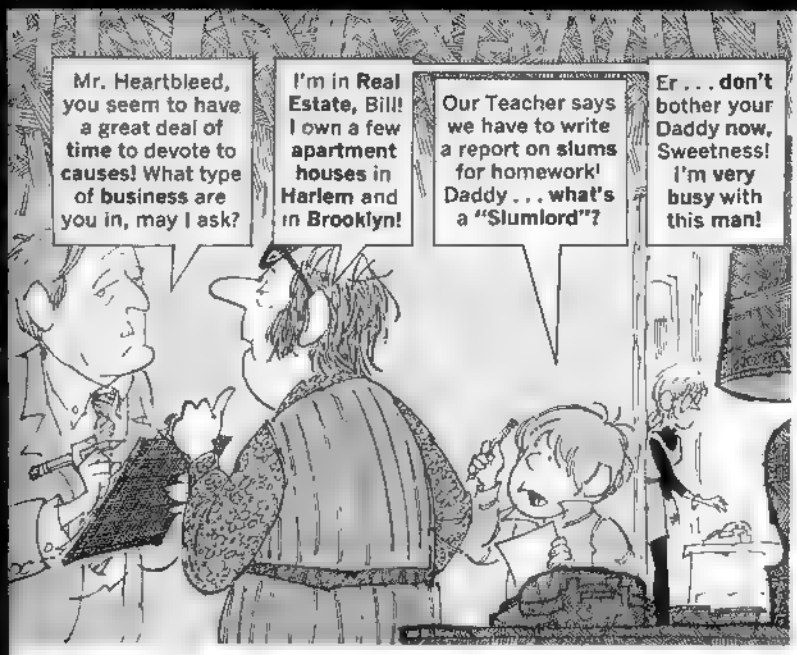
You'd better believe it! Our oldest son, Sacco, is living in exile in Canada rather than fight in a greedy dishonest, immoral war!

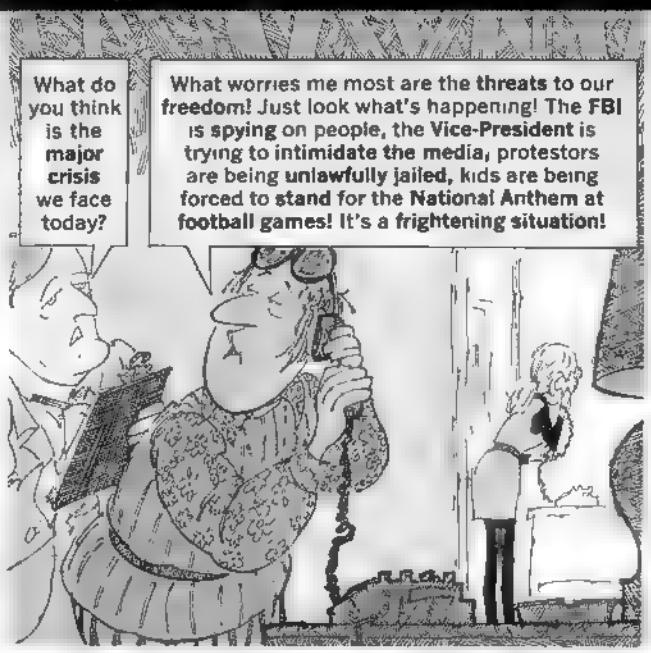
You must be worried about his future!

Not really, Bill! It's only a matter of time before the Congress grants those kids amnesty! It's my other son, Vanzetti, I worry about! He goes to Columbia University!

What's he done, join one of those EXTREME RADICAL GROUPS?!?

I only wish he had! No, I'm afraid you're not going to believe this, but he's majoring in ROTC! ROTC!! I'm the laughing stock of my Beach Club!

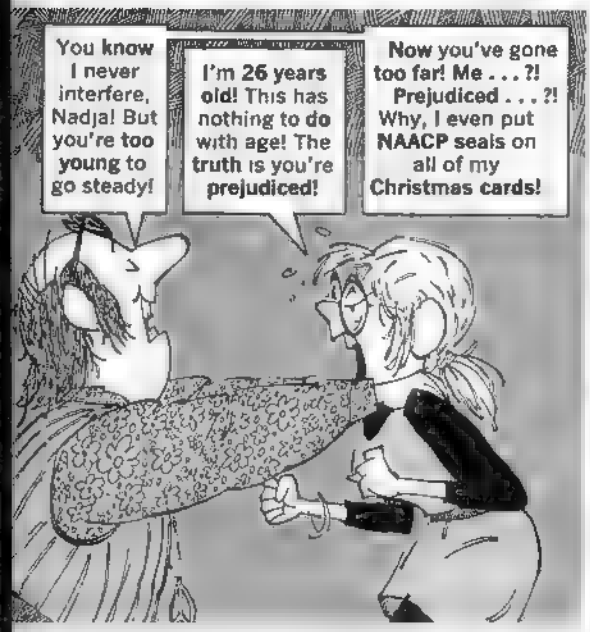

Mr. Heartbleed, you seem to have a great deal of time to devote to causes! What type of business are you in, may I ask?
I'm in Real Estate, Bill! I own a few apartment houses in Harlem and in Brooklyn!
Our Teacher says we have to write a report on slums for homework! Daddy . . . what's a "Slumlord"?
Er . . . don't bother your Daddy now, Sweetness! I'm very busy with this man!


What do you think is the major crisis we face today?
What worries me most are the threats to our freedom! Just look what's happening! The FBI is spying on people, the Vice-President is trying to intimidate the media, protestors are being unlawfully jailed, kids are being forced to stand for the National Anthem at football games! It's a frightening situation!

Are you active in any of the groups that deal with these problems?
Absolutely! I belong to THE CIVIL LIBERTIES FREE SPEECH SOCIETY, THE BILL OF RIGHTS CONCLAVE, THE JUSTICE LEAGUE OF AMERICA and THE FREE LOVE AND FREE SPEECH ASSOCIATION!
How do you feel about organizations like THE JOHN BIRCH SOCIETY?

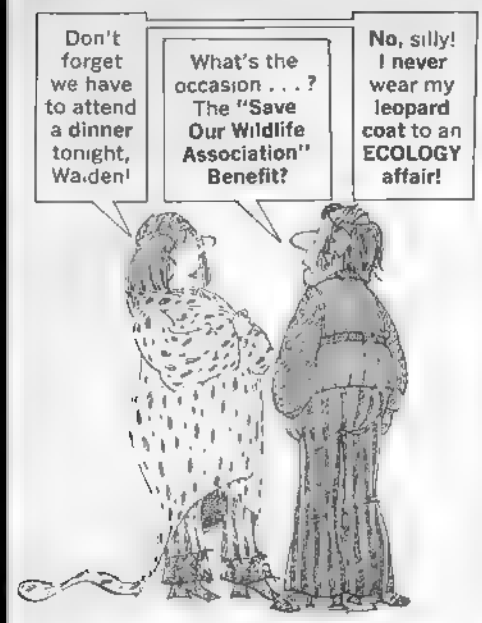
The Government should clamp down on those crackpot groups! They have no place in a free society!

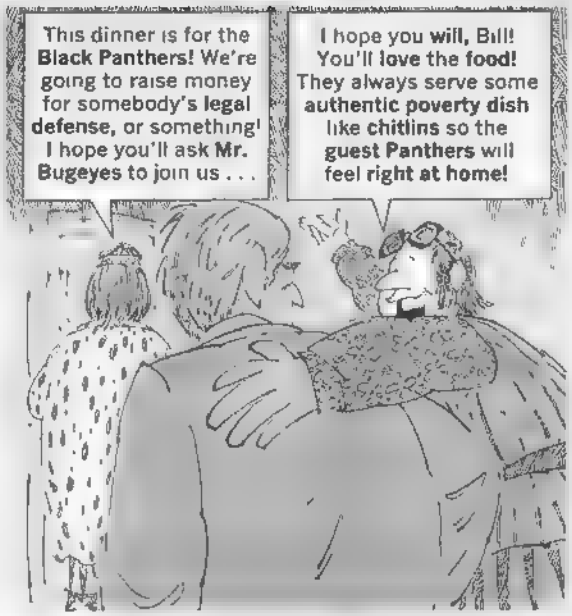
And how do you feel about mixed marriages?
Race should make no difference if two people love each other!
Walden! I want you to speak to your daughter!
Like, what's the big deal?!? So I'm going steady with a Black man!

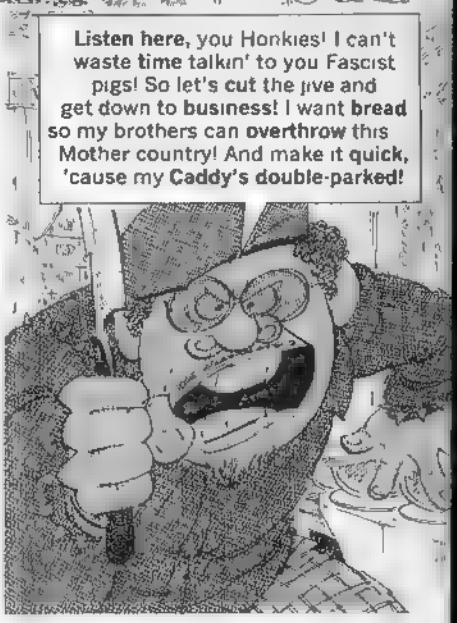

You know I never interfere, Nadja! But you're too young to go steady!
I'm 26 years old! This has nothing to do with age! The truth is you're prejudiced!
Now you've gone too far! Me . . . ?! Prejudiced . . . ?! Why, I even put NAACP seals on all of my Christmas cards!

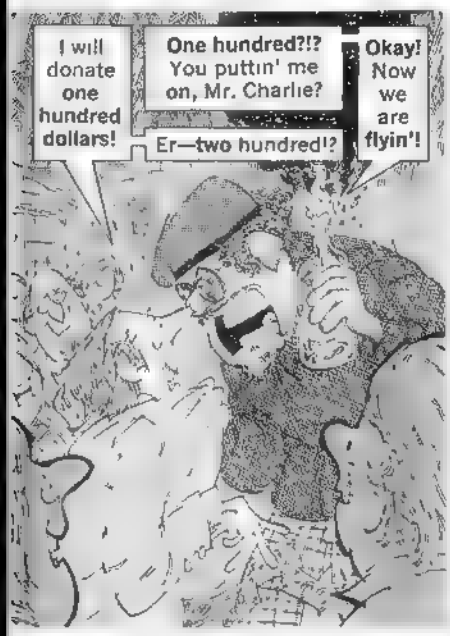
And remember when we saw "Guess Who's Coming To Dinner"? Didn't I say that Spencer Tracy was wrong in opposing his daughter's marriage to Sidney Poitier? Does that sound like a bigot?
Then why are YOU acting the way Spencer Tracy did?!

Listen, you bring me home Sidney Poitier and I'll give you my blessings!


Don't forget we have to attend a dinner tonight, Warden!
What's the occasion . . . ? The "Save Our Wildlife Association" Benefit?
No, silly! I never wear my leopard coat to an ECOLOGY affair!

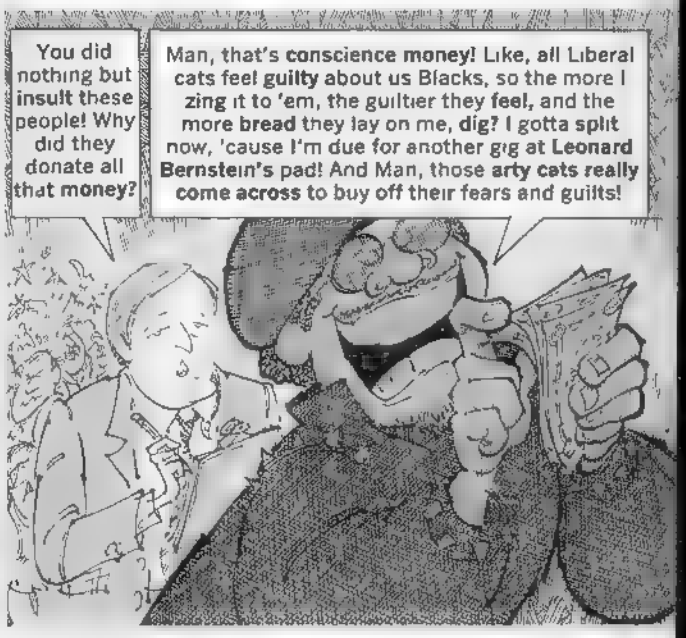

This dinner is for the Black Panthers! We're going to raise money for somebody's legal defense, or something! I hope you'll ask Mr. Bugeyes to join us . . .
I hope you will, Bill! You'll love the food! They always serve some authentic poverty dish like chitlins so the guest Panthers will feel right at home!

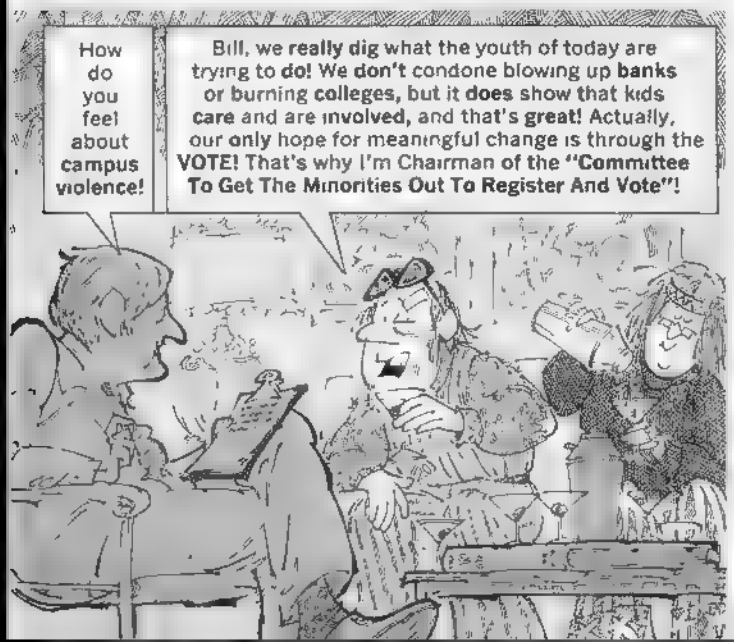

Listen here, you Honkies! I can't waste time talkin' to you Fascist pigs! So let's cut the jive and get down to business! I want bread so my brothers can overthrow this Mother country! And make it quick, 'cause my Caddy's double-parked!


I will donate one hundred dollars!
One hundred?!? You puttin' me on, Mr. Charlie?
Er—two hundred!?
Okay! Now we are flyin'!

I'll ALSO pledge two hundred dollars!

Pledge?!? I don't take no pledges, Whitey! CASH only!

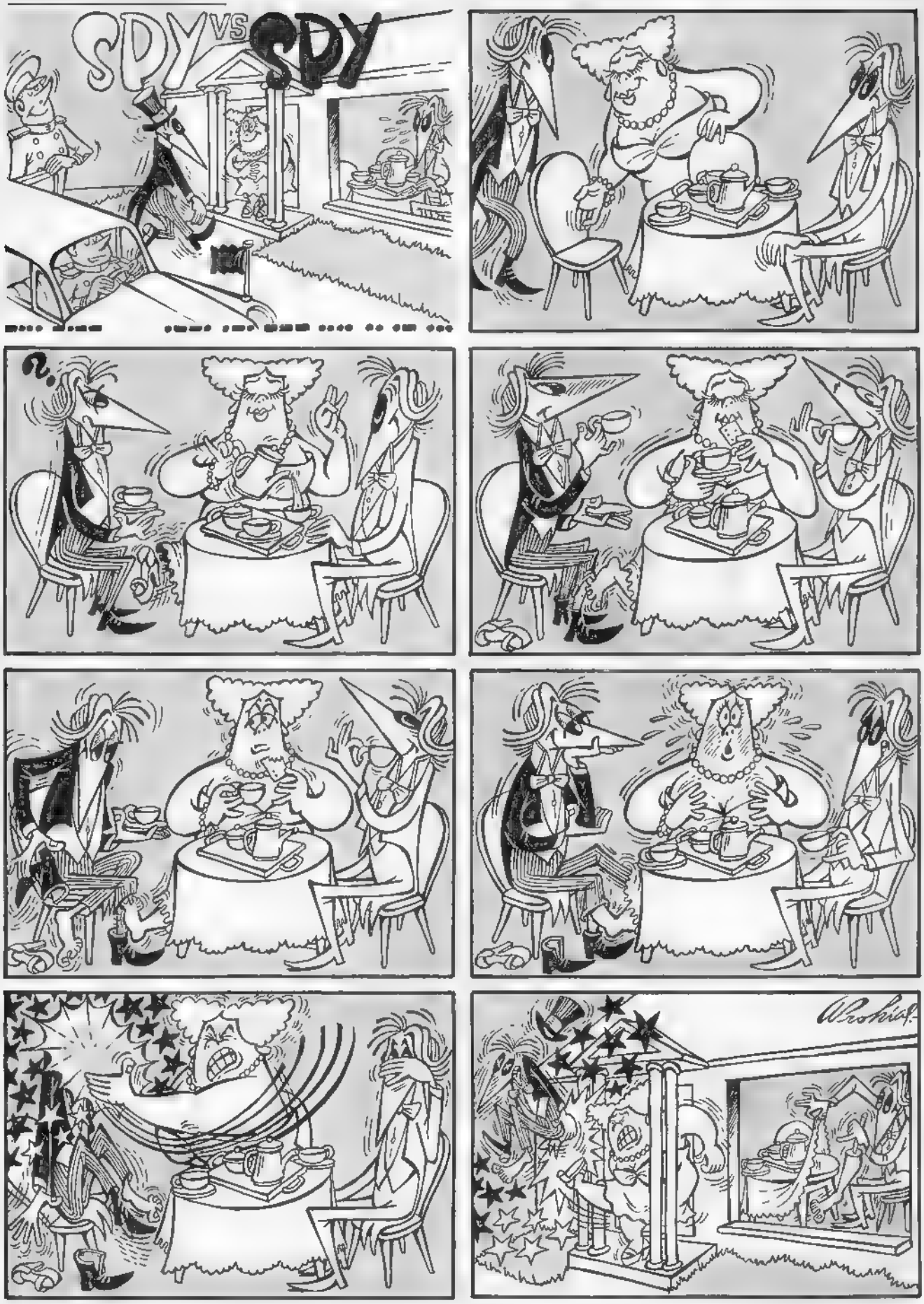

You did nothing but insult these people! Why did they donate all that money?
Man, that's conscience money! Like, all Liberal cats feel guilty about us Blacks, so the more I zing it to 'em, the guiltier they feel, and the more bread they lay on me, dig? I gotta split now, 'cause I'm due for another gig at Leonard Bernstein's pad! And Man, those arty cats really come across to buy off their fears and guilts!


How do you feel about campus violence!
Bill, we really dig what the youth of today are trying to do! We don't condone blowing up banks or burning colleges, but it does show that kids care and are involved, and that's great! Actually, our only hope for meaningful change is through the VOTE! That's why I'm Chairman of the "Committee To Get The Minorities Out To Register And Vote"!

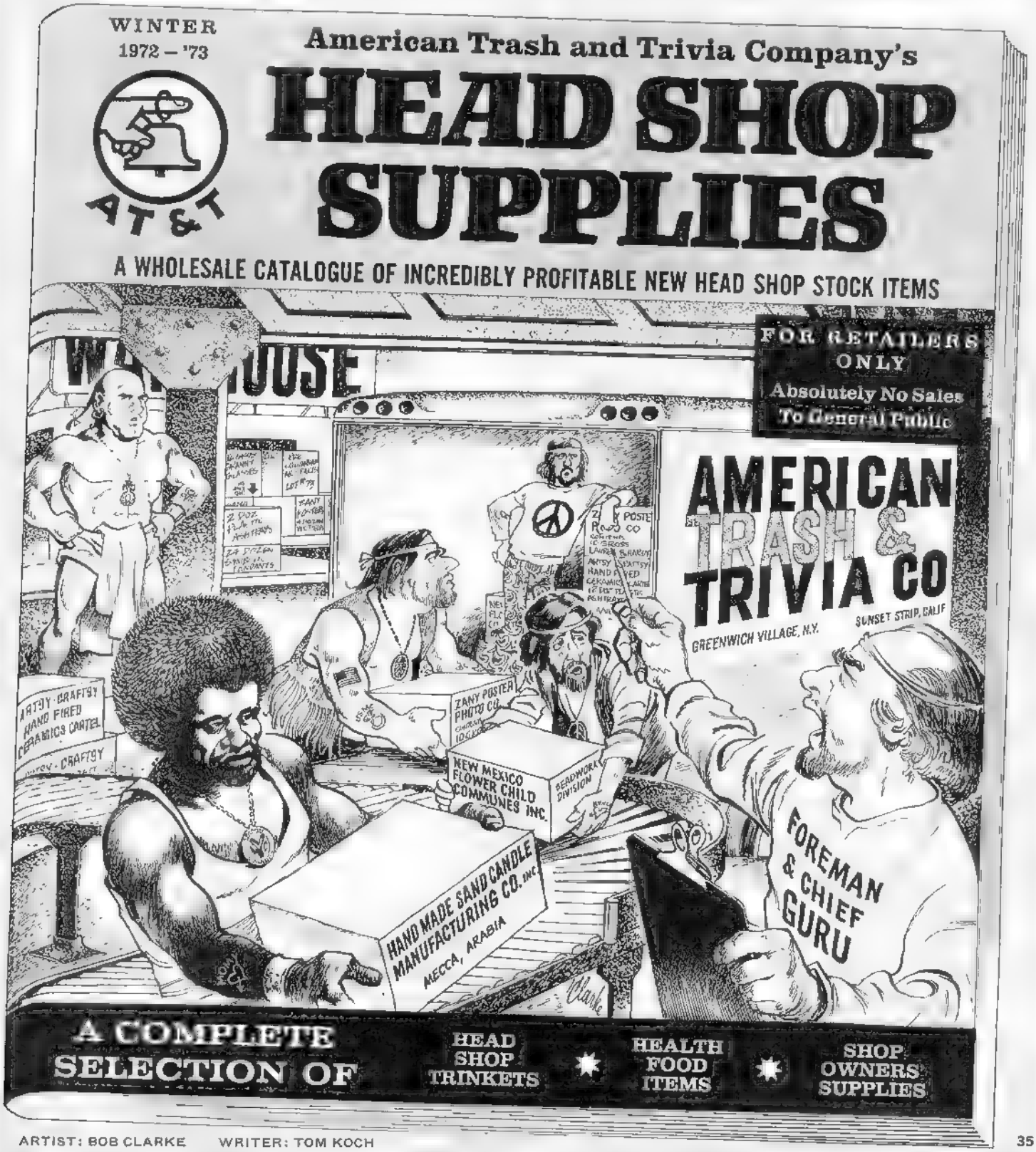
Bill, do you realize that less than 60% of those eligible to vote are registered?!
Off the record, whom did you vote for last election?
Both Party Conventions chose to ignore our choices, so we didn't vote at all!

So you can't blame us Liberals for the miserable shape the country's in!

JOKE AND DAGGER DEPT.



If you've ever visited Greenwich Village or Haight-Asbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop . . . one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when a piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely



ARTIST: BOB CLARKE WRITER: TOM KOCH

ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing yokels from Kansas and Iowa piled off their sight-seeing buses last summer and swarmed into your shop to stare at the "commies and dope fiends?" Most of them bought your crummiest crud as mementoes of their visit to "that sinful place."

Even in the off season, bourgeois idiots from the suburbs who drop in to "go slumming" can be counted on to grab up anything that looks arty or hand-made. Don't get caught with your shelves empty this year when the pigeons show up begging to be plucked. Look over these items in our new winter line and place your order soon.

PRE-COLUMBIAN ARTIFACTS — Crudeness, ugliness and total lack of utility make these hideous looking mistakes irresistible to collectors of dust catching conversation pieces. Guaranteed authentic Pre-Columbian, as all were made by the Ohio Artifacts Co. before it moved from Dayton to Columbus in 1969.

XW39—OVERPRICED PRICELESS CARVINGS ... $4.50 dozen

BALL AND CHAIN EARRINGS—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these solid lead baubles weigh four pounds each. What happened to the Chicago Seven may now be almost forgotten, but what happens to your ear lobes when you wear these will be remembered for a lifetime.

HJ67—PAINFUL PROTEST EARRINGS ..... $3.25 dozen

THE THOUGHTS OF CHAIRMAN MAO—Branch out from pure handicrafts with this Now Generation best seller. Priced cheap because these books actually contain the thoughts of former Chairman Mao Frobisher of the Senate Interior Sub-committee. Should sell quickly to stupid customers who will never notice it's the wrong Chairman Mao

DZ48—MAO'S LITTLE FADED RED BOOK .... $1.15 dozen

HIDDEN MEANING BUMPER STICKERS—We offer a leading bumper sticker manufacturer's entire stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outdated or present slogans that never caught on. Tell your customers they are all "coded sub-culture messages" and watch them sell like hot cakes.

ZS36—"DERMATOLOGY IS EVERYBODY'S BUSINESS" ..... **90¢ gross**

ZS37—"PROMOTE CHICANO SHRDLU SHRDLU SHRDLU" .....**75¢ gross**

ZS38—"IMPEACH WARREN HARDING" **60¢ gross**

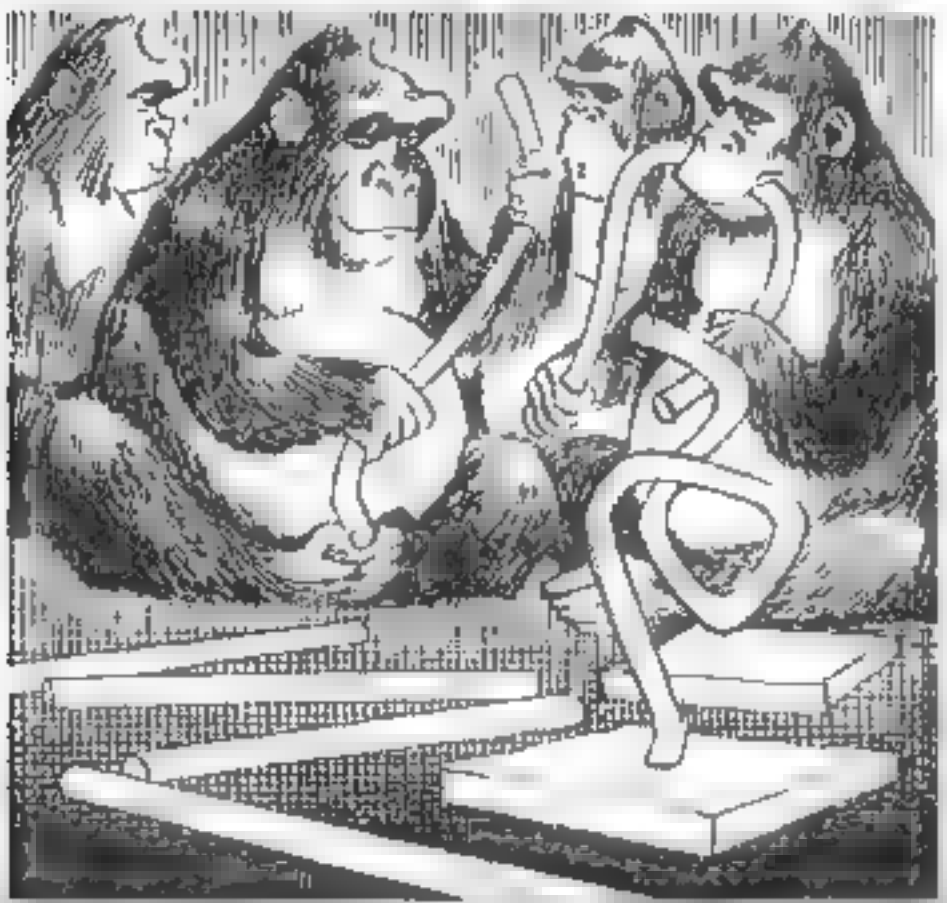
ZS39—"ANOTHER MOTHER FOR TAIL GATING" .. **95¢ gross**

AUTHENTIC GRANNY GLASSES—Supplied to us by muggers who took them away from authentic Grannies in various city parks Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular item. Price drastically reduced while limited supply of 30,000 pairs lasts.

CX34—"AS IS" GRANNY GLASSES ..... **$9 00 dozen pairs**

HAND FIRED ARTISANS' CERAMIC ASH TRAYS—No danger of fraudulent advertising charges on these since all the artisans who made them were immediately hand fired by their boss for stupidly leaving two legs off each ash tray. We're selling them as factory rejects. We suggest you sell them for $6.95

WM87—FIRE HAZARD ASH TRAYS .... **$2.00 dozen**



PROFIT FROM THE APES! Most people will buy anything in a head shop that looks arty. That's why we rented four gorillas to bend old auto tailpipes into designs of their own choosing. Handsomely mounted and given such meaningful titles as "Nuclear Sunset," these should sell easily at $75 each.

DG66—ABSTRACT SCULPTURES IN STEEL ..... **$2.50 each**

SYMBOLIC PENDANT—We imported 100,000 of these hand-made beauties from a Hong Kong factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Eternal Revelation of a freaked out Tibetan guru. You can say whatever your customers will pay $3.95 to buy.

MX77—MYSTERIOUS FAR EASTERN THING ..... **$16.00 gross**

SOMEWHAT LEATHERLIKE SANDALS—You'll be as pleased as we were to see how much a mercury-poisoned fish looks like a piece of genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that stare back at you

WW54—FISHY SANDALS (Average carp fits most adult feet) ..... **60¢ pair**

CABBAGE SMELL INCENSE—Palm this junk off on customers as a "nostalgia item." Quickly simulates the smell of cooking cabbage that filled many American homes in the 1930's before the invention of room freshener spray. Good for getting rid of other incense smells and unwanted house guests.

SW39—STINKING THIRTIES INCENSE ..... **95¢ dozen boxes**

RECORD COLLECTING FREAKS are forever searching in head shops for rare old classics To bolster your dwindling supply, we bought the rights to several rotten new stereo L.P s and meticulously re-recorded them as lo-fi 78 RPM singles. Grating, tinny sound helps them pass for real antiques. Price these at $10 and make a quick $9 50 profit.

WQ76—"INFANT GURGLES OF THE YOUNGEST OSMOND BROTHER" ..... **$6.00 dozen**

WQ87—"THE GOLDEN TONES OF MOMS MABLEY" ..... **$6.00 dozen**

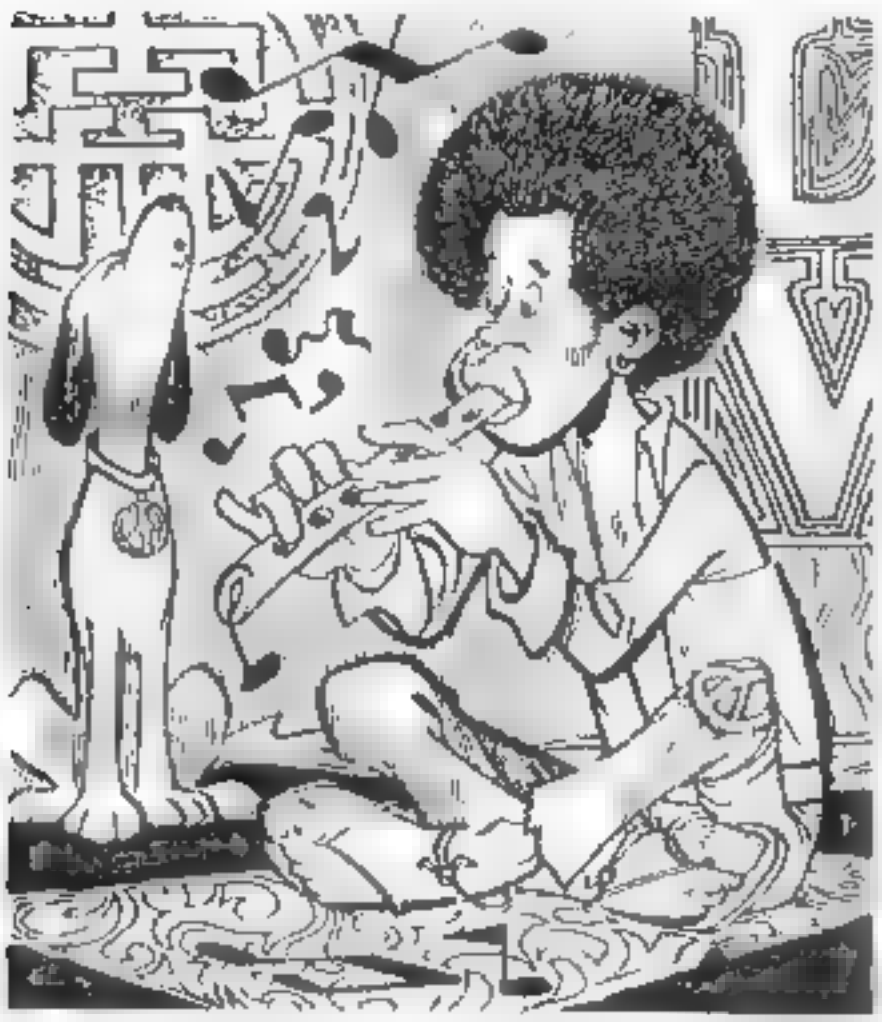
WQ88—WAYNE NEWTON HUMS 'THE GRAND CANYON SUITE'." ..... **$6.00 dozen**

MAKE-YOUR-OWN JEWELRY KIT—Each set contains enough unpolished gemstones and plated metal brackets to make a dozen pairs of funky earrings. Our suppliers refer to this basic lapidary handicraft equipment as gravel and paper clips. We suggest you call it something else for maximum profit mark-up.

JJ76—GEMSTONE AND EARRING BRACKET JEWELRY KITS $3.00 dozen
JJ77—EXTRA GEMSTONES . $12.50 per ton
JJ78—EXTRA EARRINGS BRACKETS (1# Size) ..... .50¢ per thousand

MASOCHISTIC GIRLS will really dig these colorful factory reject beaded Navajo headbands. All were accidentally made several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as handcrafted Navajo dog collars.

FG77—SIMULATED INDIAN HEADBANDS ..... $4.00 dozen
(Specify size: Small, smaller or smallest)



AUTHENTIC HIMALAYAN FLAGEOLET—Basically the same bamboo whistle we offered last season as our Basque shepherd's flute. But this batch came from the factory with the holes wrongly placed so that everything played sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what the problem is.

SF25—AUTHENTIC HIMALAYAN FLAGEOLET $3.25 dozen

UNIQUE 576 POUND CANDLE—Accidentally created when the entire stock of a large Phoenix candle shop fused together during last summer's heat wave. Unintentional psychedelic coloring. If wick can be located, this should provide a nice eternal flame for some off-beat philosophical cult.

FF37—PSYCHEDELIC WAX LUMP $75.00 (F.O.B. Phoenix)

HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food nuts provide a big source of repeat business.

Sales records indicate that these loonies will buy anything at any price, once they are convinced that the pathway to a long, healthful life lies in eating strange rubbish.

If you have not yet opened a health food department in your head shop, now is the time to start reaping instant wealth from the physical culture freaks. Or, if you already operate a health food section, you'll want to stock up on these new items to replace the old junk your patrons have now discovered is worthless.

"MODERN PROCESSING STRAINS NATURE'S SAND OUT OF SPINACH!" Shock your health fanatic customers with that scary statement, and watch them scramble to put "organic grit" back into their diets by stocking up on spinach sand. Requires no refrigeration. Guaranteed not to spoil.

FD39—PACKAGED SPINACH SAND
(6 ounce boxes) ..... 60¢ gross
FD40—BULK SPINACH SAND
(5 ton truckload) $40.00

TRADITIONAL BEDOUIN SESAME WAFERS—Frankly, these are packaged sets of used poker chips we bought cheap. But who can recognize an authentic Bedouin wafer, except maybe a Bedouin? Each of these has sesame seeds glued on top for appetizing appearance. Guaranteed probably non-poisonous, except for the red and blue ones.

WT59—CRUNCHY, SOMEWHAT
NUTRITIOUS WAFERS ... $1.75 dozen boxes

NEWLY DISCOVERED VITAMIN B-24! This is what was unexpectedly left over after our chemists extracted all known B-complex vitamins from a carload of peanut plants. We named the residue Vitamin B-24, chiefly because it's priced twice as high as our Vitamin B-12. Order plenty of this as it's a whole new thing for health nuts to fear they're deficient in.

DD10—VITAMIN B-24 IN DRY,
BUSHY FORM ..... 50¢ per quart jar

STONE GROUND RAGWEED FLOUR BREAD—The nutritional value of this new item remains undetermined. But the ingredients definitely have proved cheaper than wheat, with most growers happy to give their crops away. Best of all, unsold stock can be kept on shelves for weeks, as fresh and stale ragweed bread taste about the same.

CH29—RAGWEED BREAD (JUMBO SANDWICH LOAF) .. .. $1.10 dozen

POWDERED CALCIUM ENRICHED WITH VITAMIN "D"—Most health freaks gulp lots of calcium to build strong teeth, etc. So imagine the fancy price they'll play for this enriched brand made from dead animal skulls that have been soaking up the healthful desert sun for a century. For vegetarian customers, mention the sun and skip the dead animals.

GJ39—"20-COW TEAM" BRAND POWDERED CALCIUM .... $1.75 dozen boxes

HELP YOUR CUSTOMERS GAIN NEW-FOUND ENERGY with fast acting 100% pure Pick-Me-Up tablets. Just one or two gulped quickly will provide instant feelings of vitality. Yet these tablets contain no drugs or artificial ingredients—just wholesome black pepper, ground garlic, chili powder and dried tabasco.

QP39—PICK-ME-UP ENERGY TABLETS (Bottle of 100) $2.25 dozen

SEA SALT—Luckily for you, our firm has staked salvage rights to a ship loaded with Morton's Salt that sank off the West Indies in 1927. Cargo was just cheap table salt then, but we're calling it enriched sea salt now. Somewhat lumpy after years of constant moisture, but should still retail at $2 a pound as a vital health food item.

SD39—SUNKEN SEA SALT ... . $5.75 per 50 lb. blob

HEAD SHOP OWNERS' SUPPLIES

Are you sure your image as a head shop owner is everything the public expects of a purveyor of the strange crud you peddle? Tell-tale "Establishment" traits in speech, personal appearance and surroundings can undermine customer confidence and cut into sales and profits.

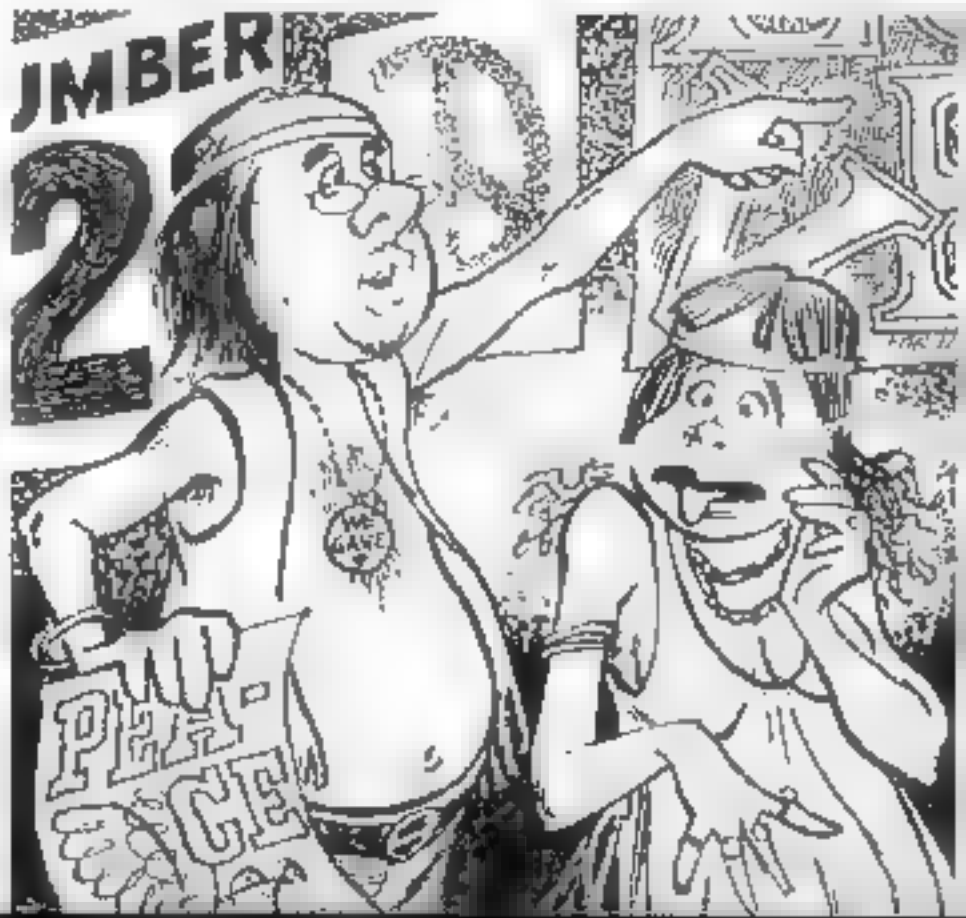
Look in the mirror and ask yourself the revealing question, "Would I buy a psychedelic nude poster photo of Bob Dylan from this man?" If the answer is no, better check through our offering of personal and shop improvement supplies described below and fill your urgent needs now!

WIN ACCEPTANCE FROM RADICAL EXTREMIST CUSTOMERS with a sanforized Far-Out Slogan sweat shirt. All slogans seem violently anti-Establishment, but are guaranteed to be vague enough that no one will press you for an explanation of your theories.

SZ21—"ABSTAIN FROM JOHN WAYNE" SWEAT SHIRT ..... $1.29 each
SZ22—"AMNESTY FOR THE CINCINNATI REDS" SWEAT SHIRT .... $1.32 each
SZ23—"BOYCOTT YELLOWSTONE PARK" SWEAT SHIRT ... Two for $2.61

ENGLISH-HIP DICTIONARY — Stop alienating your weirdo clientele by speaking English or some other dead language they can't understand. New dictionary enables you to start mumbling conversational Hip within minutes. Also explains rules of grammar, such as why every correct sentence must begin with, "Like, you know———"

XC82—ENGLISH-HIP DICTIONARY (Paperback Edition) ..... 85¢ each
XC83—ENGLISH-HIP DICTIONARY (Tooled Leather Edition) ..... $27.50 each

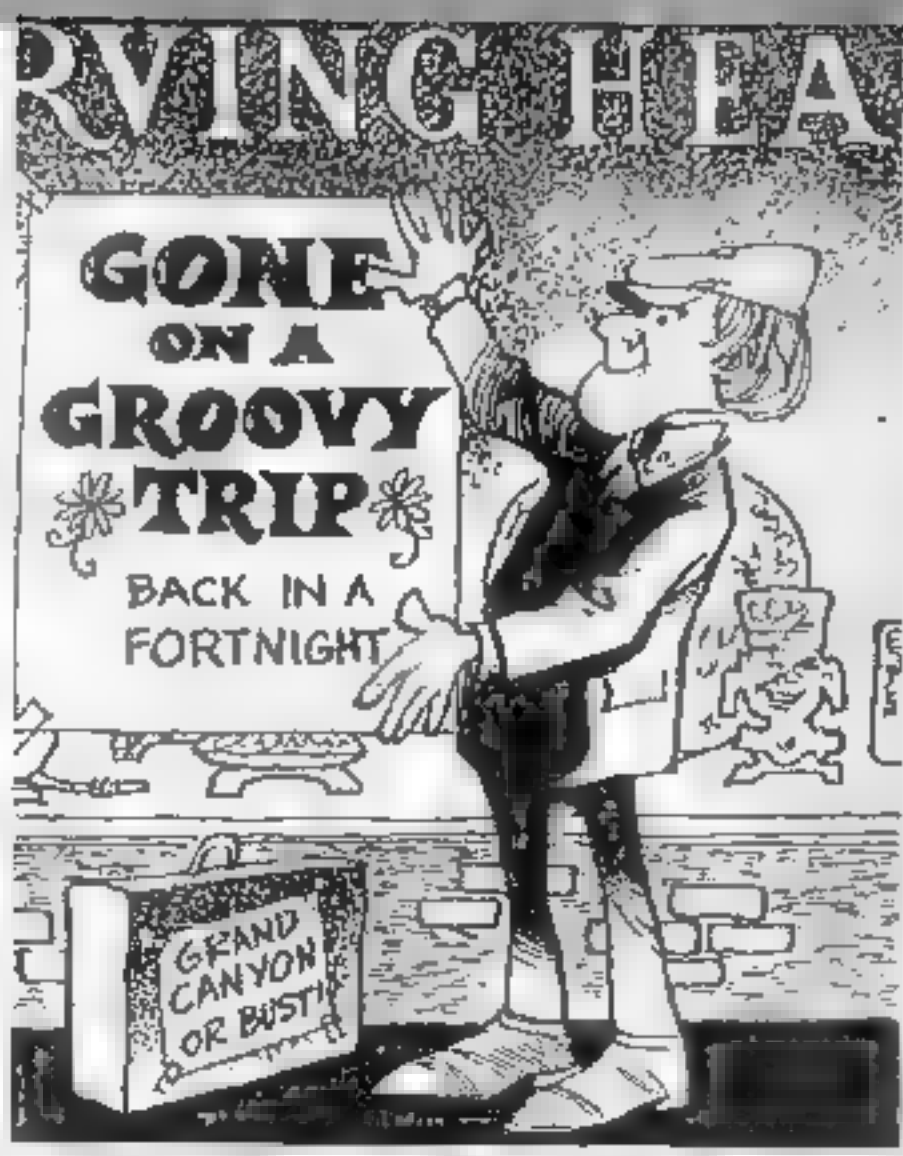


"WRONG GUARD" ODORANT—Helps you smell like a dedicated member of your profession and achieve that earthy image you strive for. One quick spray of new Wrong Guard Damp Odorant covers up evidence of frequent bathing with an aroma of rancid gym socks that makes you feel safe all day.

LL20—"WRONG GUARD" ODORANT (Family Size) ..... $4.50 per six-pack

INFLATABLE RAUNCHY FREAKED-OUT GIRL FRIEND—Don't let prosperity cause you to be seen dating normal, respectable girls. Placing this inflatable rubber "crazy lady" in your shop reassures clientele that you're still hanging around with the wrong type. Easily explain her motionless silence by saying, "It must have been something she smoked."

KJ9292—DISGUSTING CHICK—
(Complete with Tire Pump) $14.95



GO ON VACATION WITHOUT SPOILING YOUR IMAGE! Patrons may withdraw business quickly if they learn you're using shop profits to vacation in such bourgeois spots as Cape Cod or Disneyland. Our convincing window signs enable you to close up for long periods without risk or embarrassment. Your choice of three popular alibis.

FD39—"JAILED FOR POLITICAL BELIEFS—Back Eventually" 15¢
FD40—"MARCHING FOR GRAPE PICKERS—Return Aug. 1" 15¢
FD41—"CLOSED FOR TIMOTHY LEARY'S BIRTHDAY—Open next fall" 15¢

American Trash & Trivia Co.

Anti-Establishment Enterprises Building—Greenwich Village, N.Y.

Dear Old Buddies:—

Wowie! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items I've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!)

CATALOGUE NUMBER	QUANTITY	NAME OF ITEM	PRICE
		TOTAL	

So my customers won't wise up, have my order delivered (CHECK ONE):

☐ In alley out back ☐ In the middle of the night ☐ In a plain, unmarked brown truck

THEME SCHEME DEPT.

PATTERNS

7½	102	AlaP pfB.28	z50	104½	104½	104¼	104¼	—	¼
4⅛	19½	Alaska Inters	406	46¾	48¼	46½	47¾	+	⅞
8⅞	20½	AlbelsC .32	33	27¾	27¾	26⅝	26⅝	—	1¼
5	11¾	Albertsns .36	30	13⅛	13⅜	13⅛	13¼	+	⅛
2⅞	17¾	AlcanAlu .80	21	20⅜	20½	20⅜	20⅜		
8⅜	11¼	AlcoStand .34	49	11½	11½	11⅛	11⅜	—	⅛
8	49¼	Alcon Lab .26	44	66¾	67	65¾	66¾	—	⅛
2¾	12¼	Alexndrs .30e	99	13⅜	13⅜	12⅞	13	—	⅜
4⅞	11⅛	AllALife .24e	36	12¾	13	12¾	13	+	⅛
4⅞	10⅛	Alleg Cp .20e	7	10½	10⅝	10½	10⅝	+	⅛
8⅞	18¾	AllegLudlm 1	30	28	28	27⅝	27⅞	—	⅛
0⅞	38	AllegLud pf 3	10	40⅜	40¾	40½	40⅜		
3¾	20⅜	AllegPw 1.40	136	20¾	20¾	20⅜	20⅜	—	⅛
0½	16¼	AllenGp 1.04t	50	23⅜	23⅞	23½	23¾	—	⅛
6¾	27¾	Allied Ch 1.20	49	30	30	29¼	29½	—	½
5⅝	39½	Alld Main .45	46	39¼	39½	38⅞	39½		
2½	18¼	AlldMills .75	6	19¾	19¾	19¼	19¼	—	¾
5¼	18	Allied Pd .68	6	18⅛	18⅜	18⅛	18⅛	—	½
6¾	44	AlliedPd pf 3	4	46	46	46	46		
7	30½	AlliedStr 1.40	18	34¼	34½	34¼	34½	+	¼
8½	54	AlledStr pf 4	z130	57	58	57	58	—	½
8⅝	4⅝	Allied Super	31	4⅝	4¾	4⅝	4¾	+	⅛
5⅝	11½	AllisChal .20e	42	11¾	11¾	11½	11⅝		
[redacted]	19¼	AllrgtAut .48	38	19½	19½	19	19	—	¾
9⅛	16¼	AlphaPrt Ind	3	16¼	16¼	16⅛	16⅛	—	⅛
[redacted]	38⅞	Alcoa 1.80	67	50	50⅛	49⅝	49¾	—	⅜
9⅜	24¾	AmalSug 1.60	5	25	25	24¾	24¾	—	½
8¼	12⅞	AMBAC .50	45	16⅛	16⅜	16	16	—	⅛
0¾	21¼	Amer Es 1.20	14	27½	27½	27¼	27½	+	¼
1¼	41	Am Es pf2.60	7	46½	46¾	46½	46¾	—	¼
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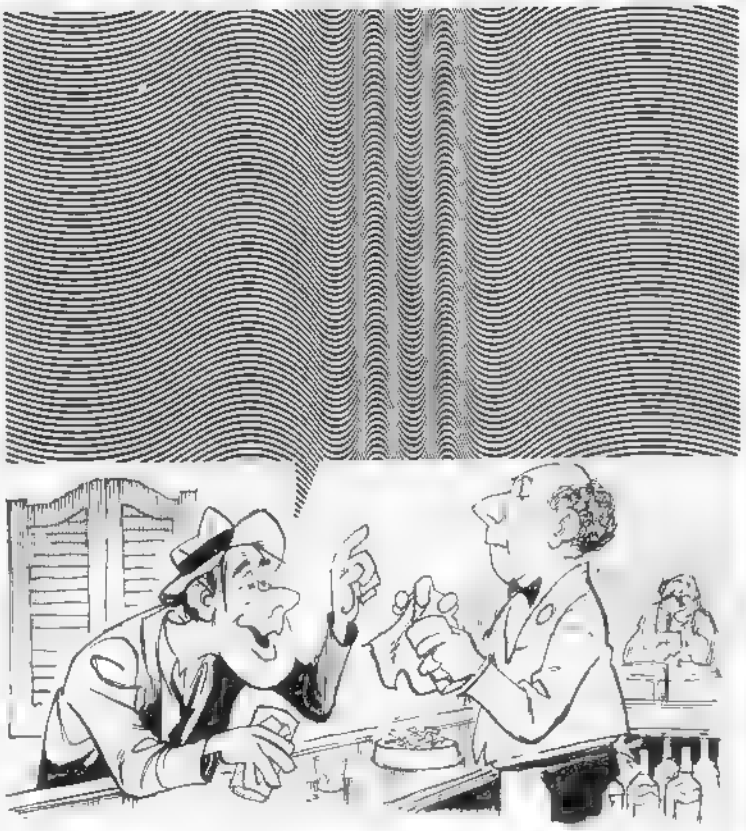
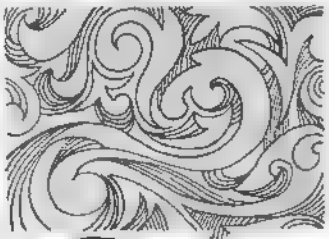
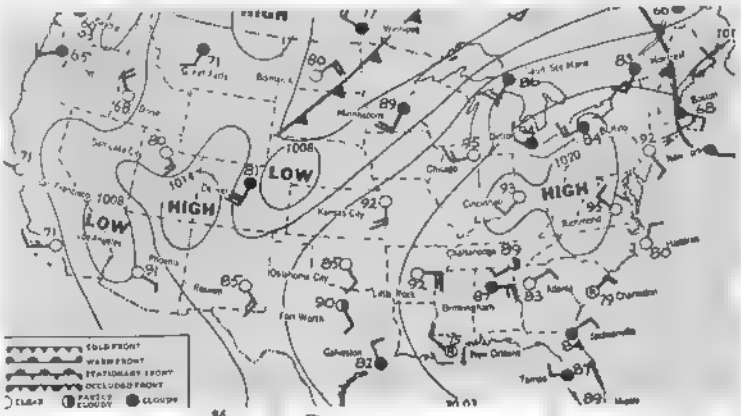
27⅞	24⅞	Cenco nsl							
38¾	24¾	Centex C							
24⅞	21¾	CenHud							
28¼	22¾	Cent IL1							
20⅛	16½	Cen IPS							
24⅞	19⅝	CenLaE							
18⅞	17	CenMPw							
49⅜	40½	CenSoWt							
30¾	23¾	Cent Soy							
21⅜	17¼	CenTe Ut							
17¾	12⅞	CerroCp							
61¼	42⅜	Cert-feed							
35	25	CessnaAll							
4⅞	2⅞	Chadbrn							
30½	20⅞	Champinl							
31½	23	Chml pfl							
53	43½	ChampS							
36⅜	29	Charter I							
		ChaseFd							
60⅜	52	ChaseMar							
57½	46½	ChaseT 3							
18⅛	12⅝	Chelsea .							
28½	21	Chemetrn							
59½	49	ChemNY							
36¾	30⅛	ChesVa 1							
59¾	46⅜	Ches O 2							
84	56⅛	Chesbgh							
14	9⅜	ChlMilw							
26¼	17¼	ChlMilw							

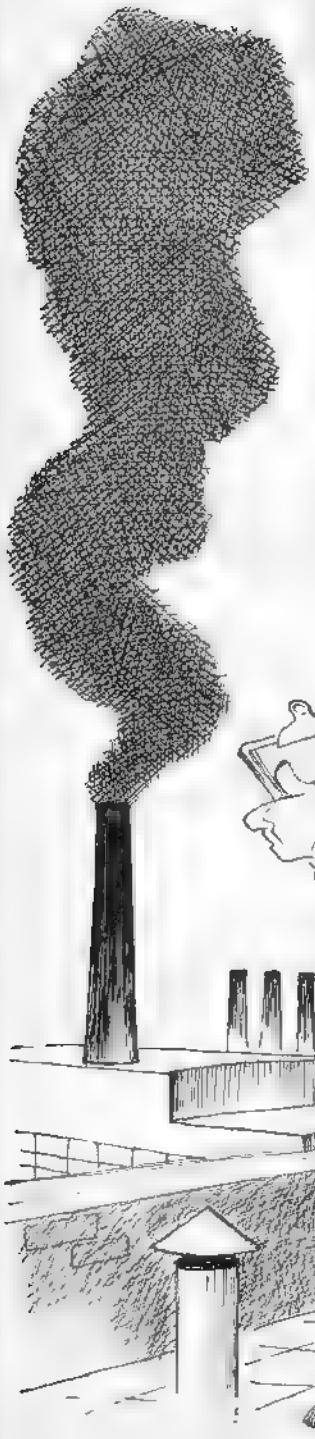


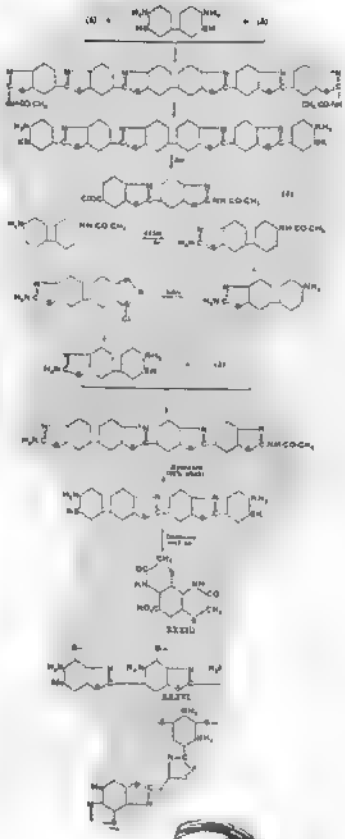


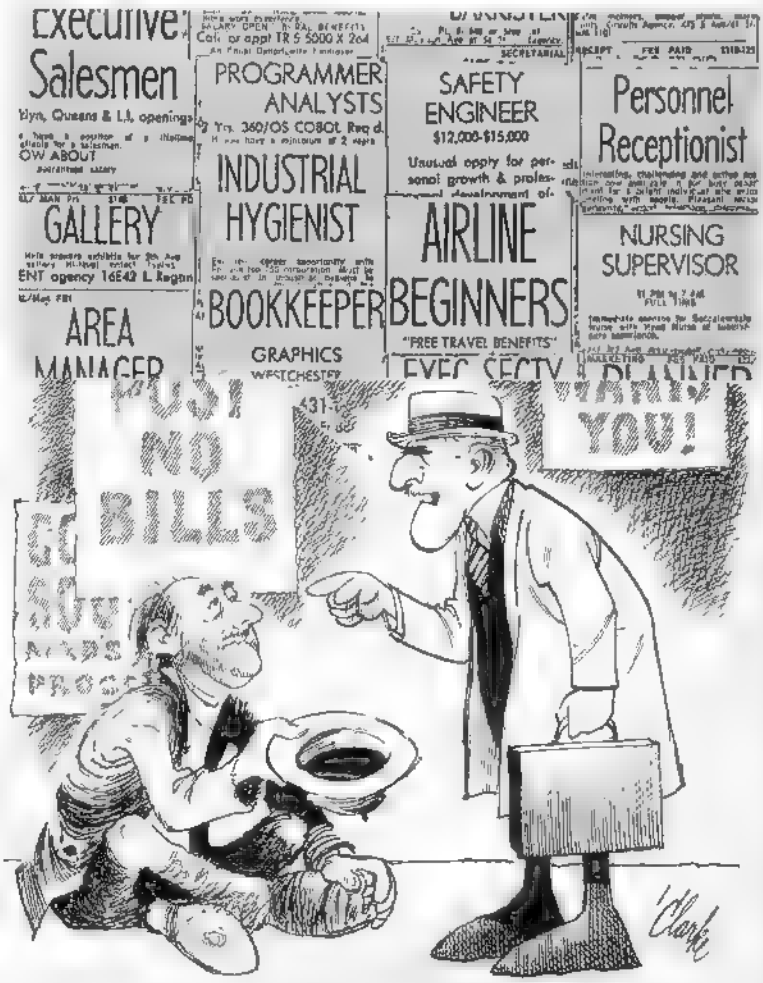


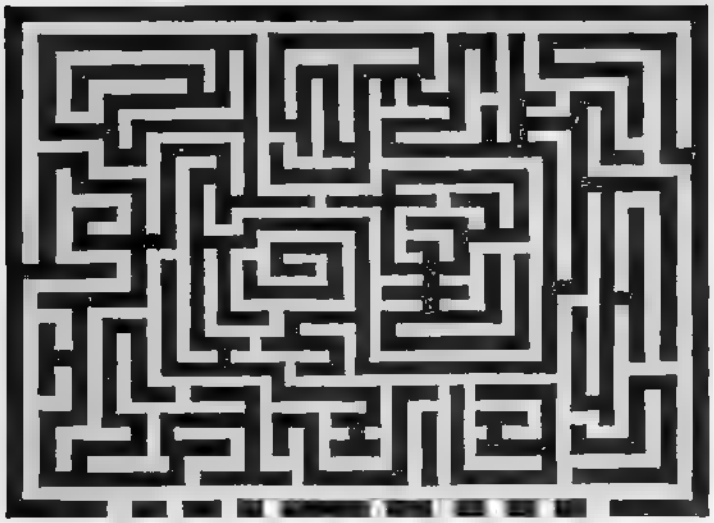
OF SPEECH

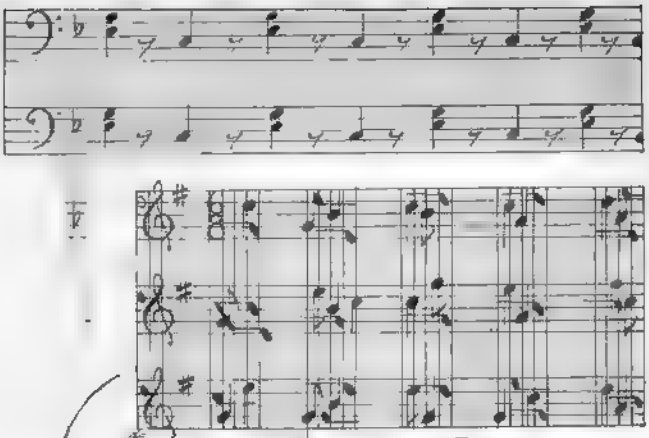
ARTIST: BOB CLARKE
IDEA BY MAX BRANDEL

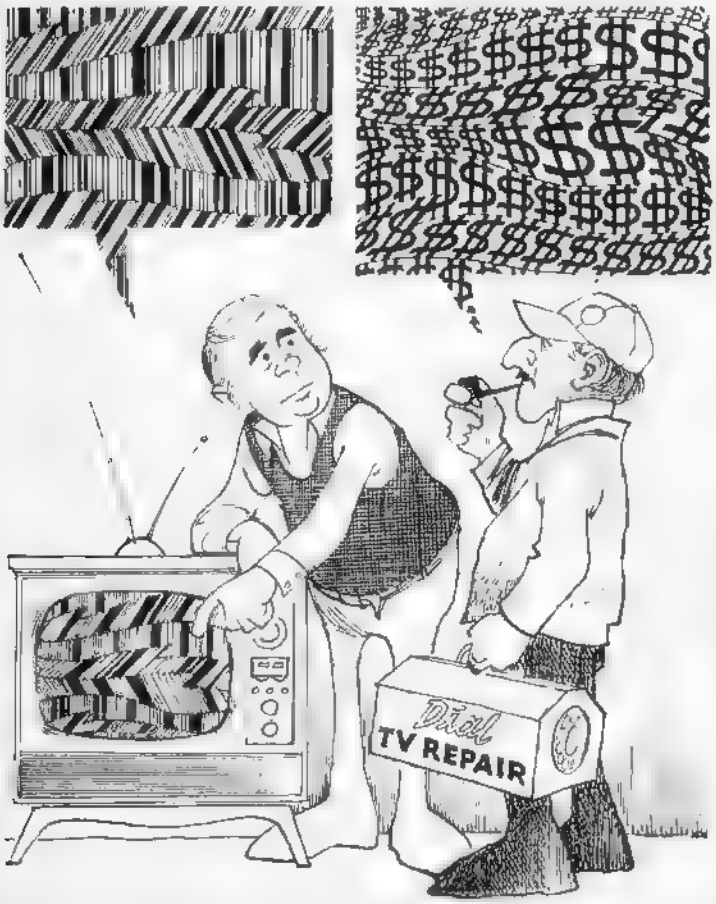






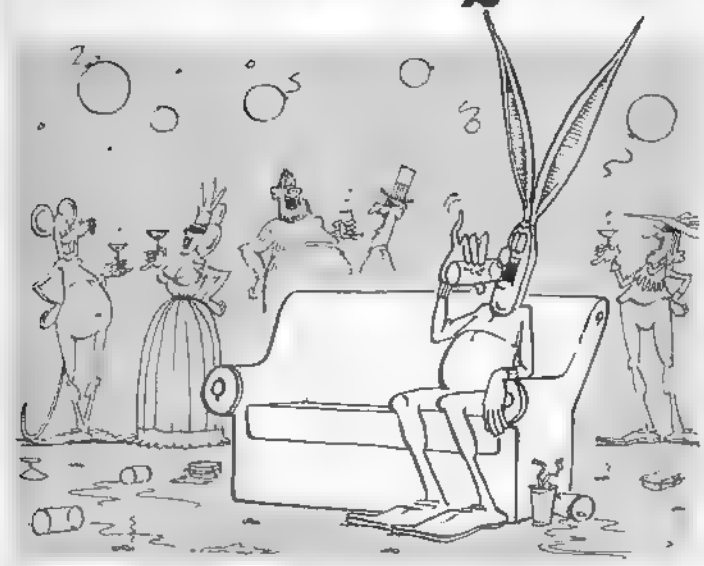





Dial
TV REPAIR

DON MARTIN DEPT. PART II

ONE EVENING AT A MASQUERADE PARTY



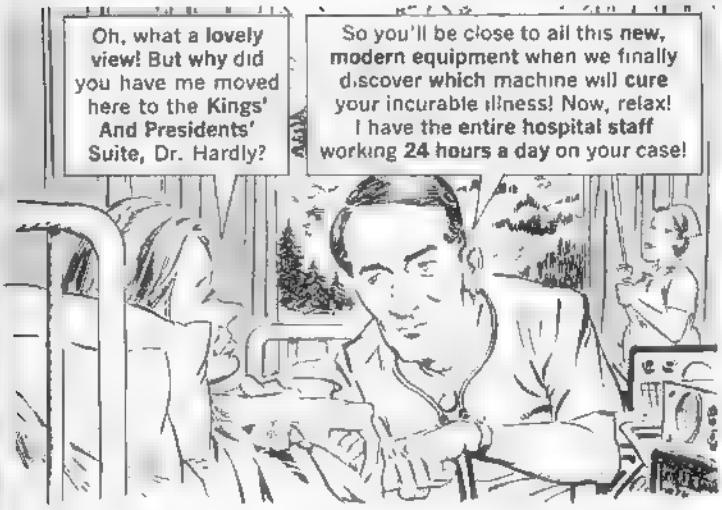
THE OTHER SIDE OF THE CORN DEPT.

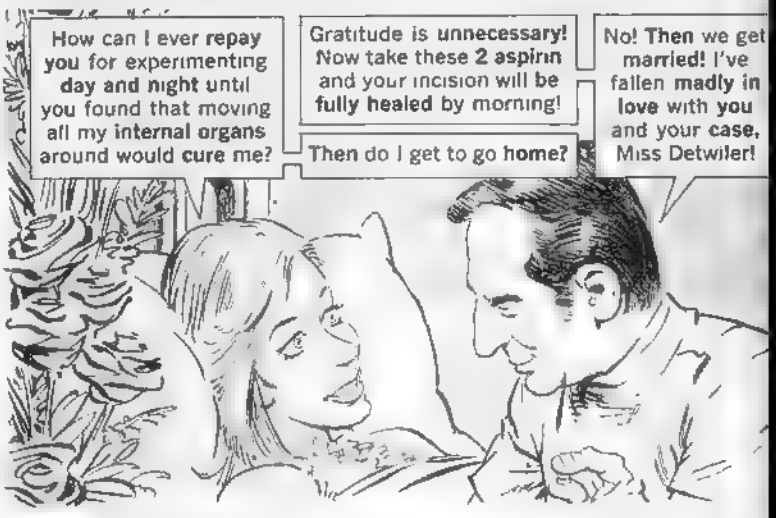
Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

WHEN ALL OF T

In Demanding Equal Time To Answer . . .

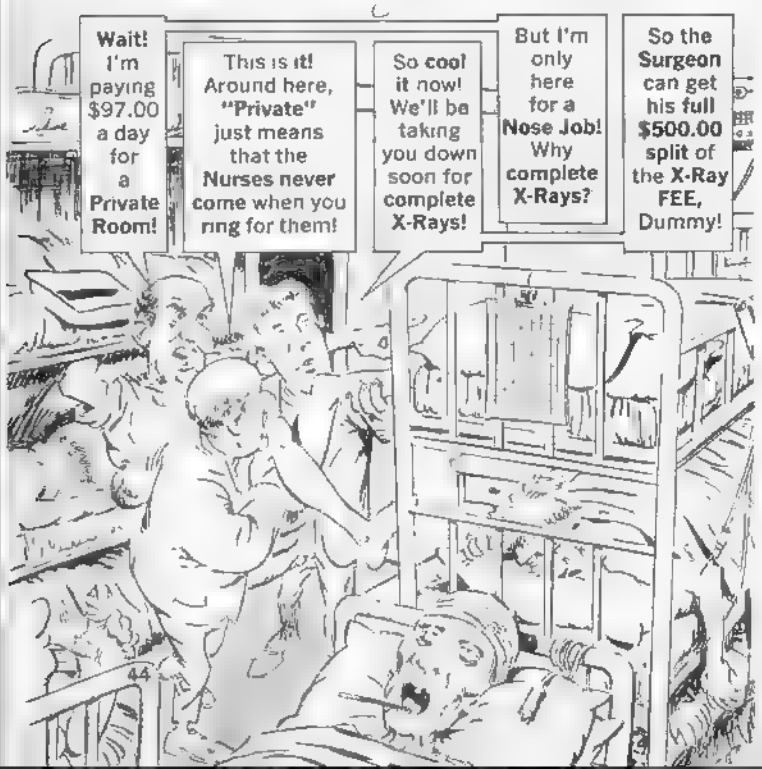
GENERAL HOSPITAL





The American Medical Victim's Association Presents

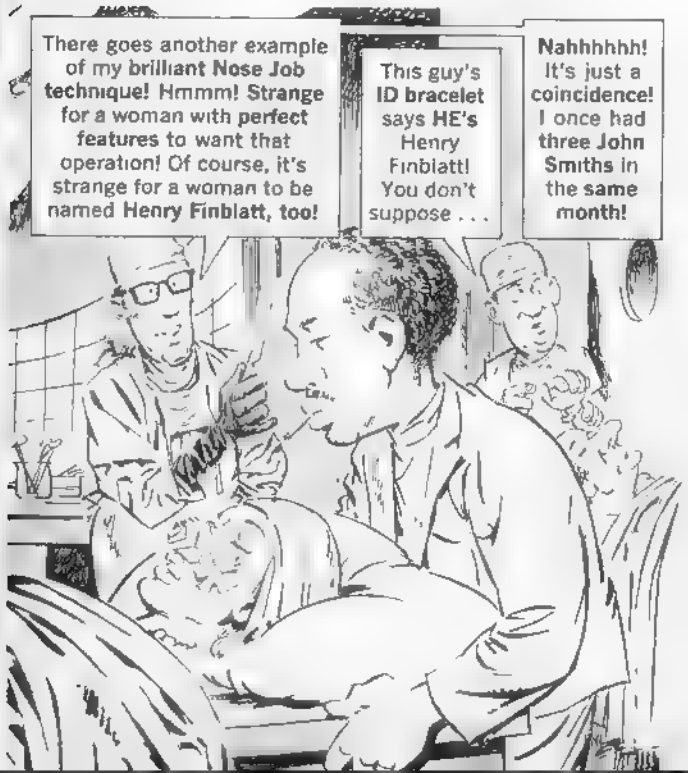
GENERALLY INEFFICIENT HOSPITAL



called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints *they* present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

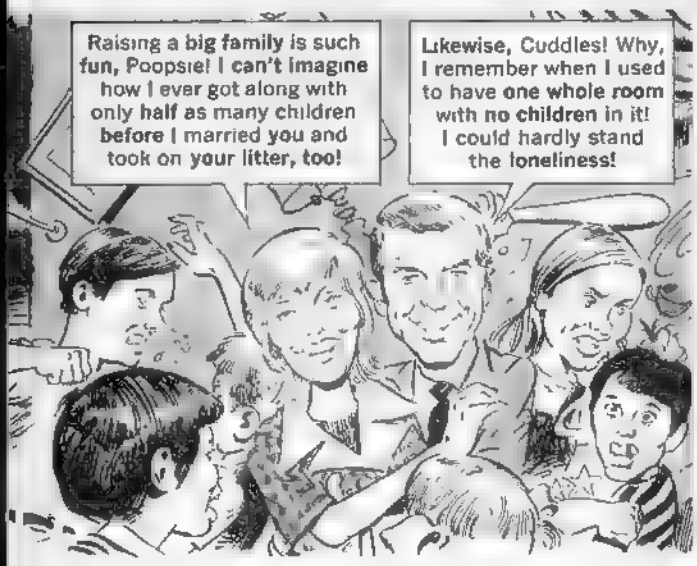
V MUST GRANT EQUAL TIME

ARTIST: ANGELO TORRES WRITER: TOM KOCH



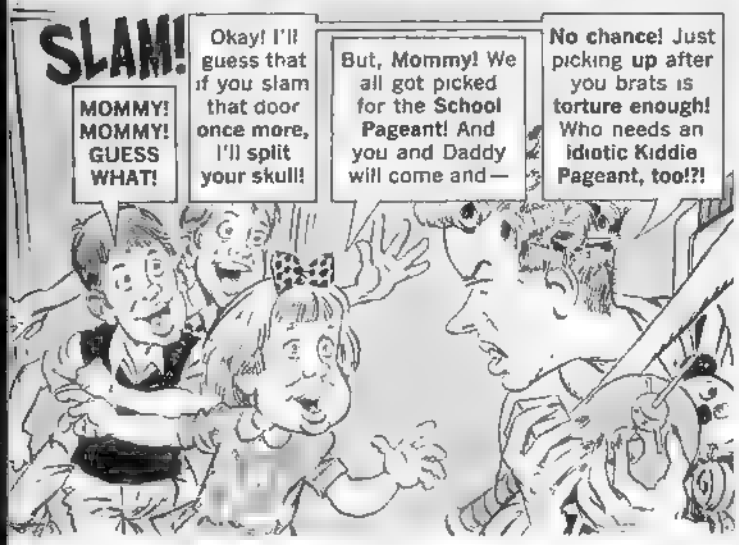
In Demanding Equal Time To Answer...

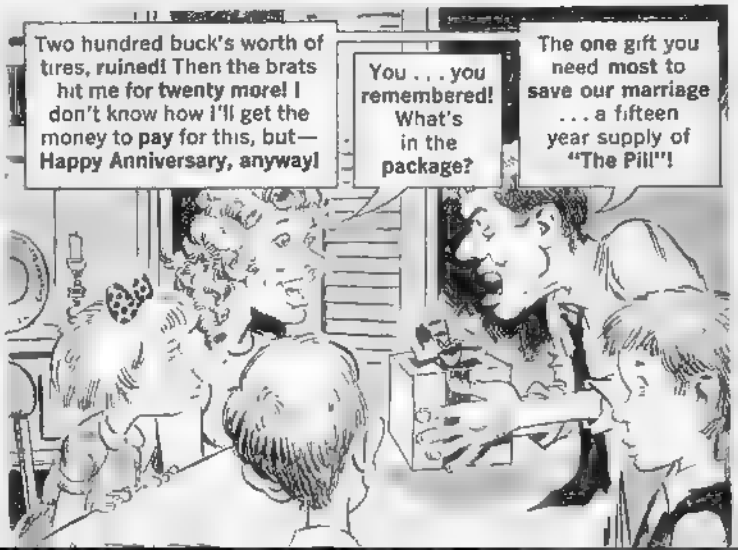
THE BRADY BUNCH



The Committee For Zero Population Growth Presents

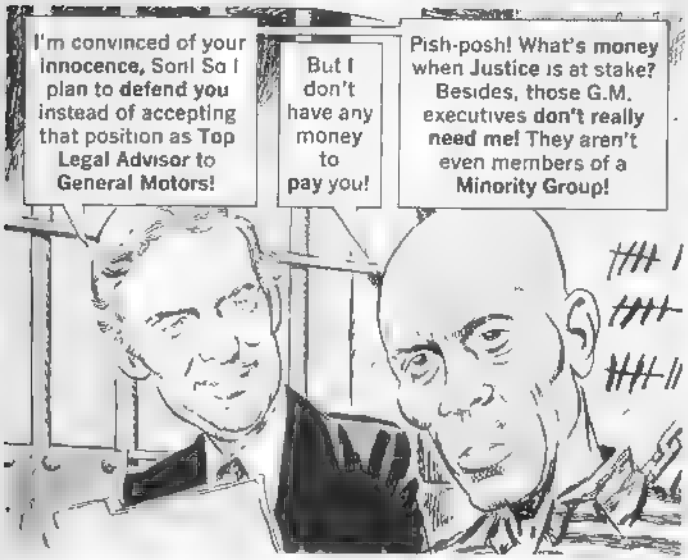
MY THREE INSUFFERABLE MOPPETS





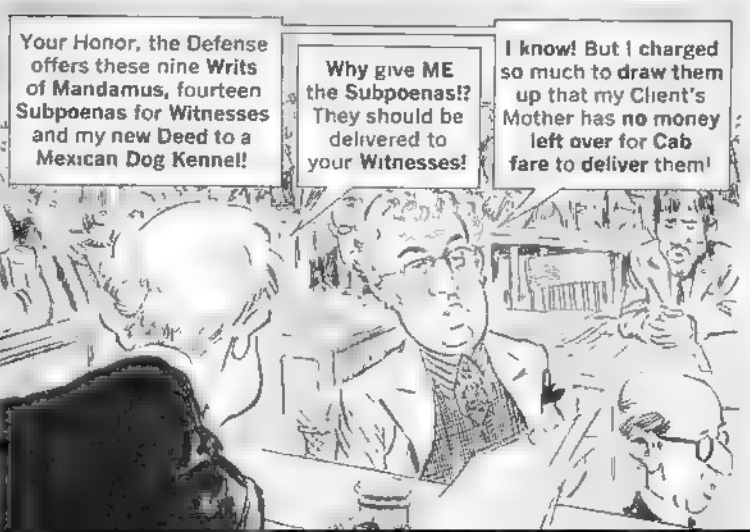
In Demanding Equal Time To Answer...

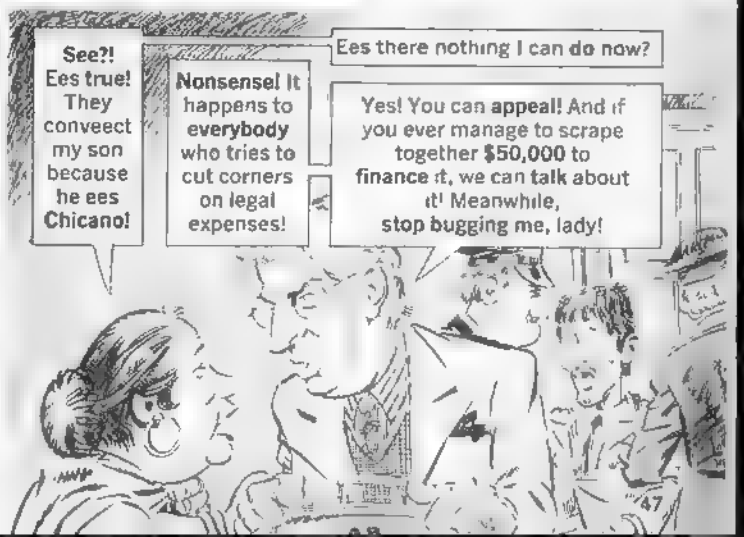
OWEN MARSHALL, COUNSELOR AT LAW



The Alliance Of Wrongly Convicted Prisoners Presents

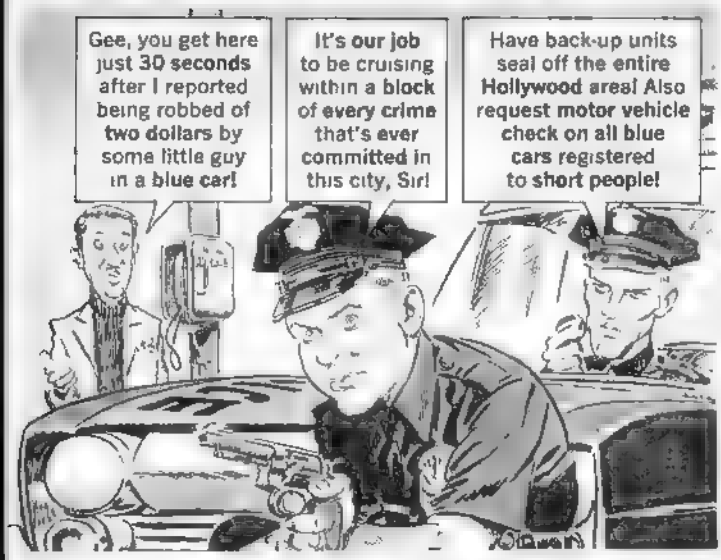
OWEN BIGFEE, COUNSELOR AT LAW

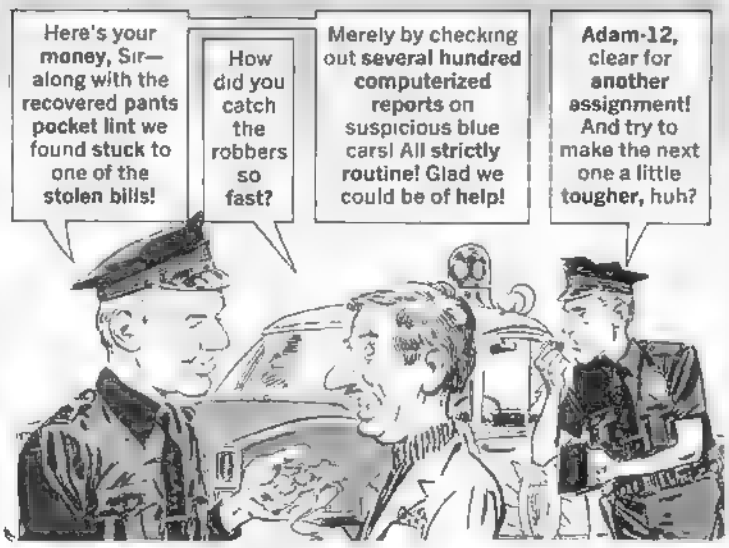




In Demanding Equal Time To Answer...

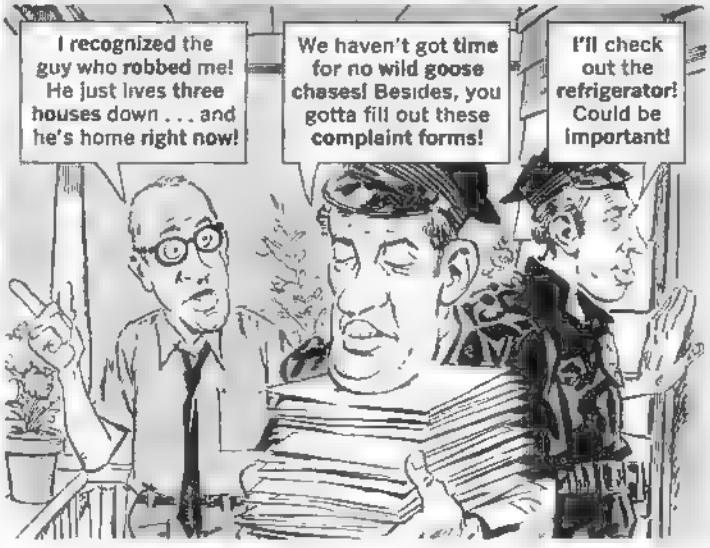
ADAM 12

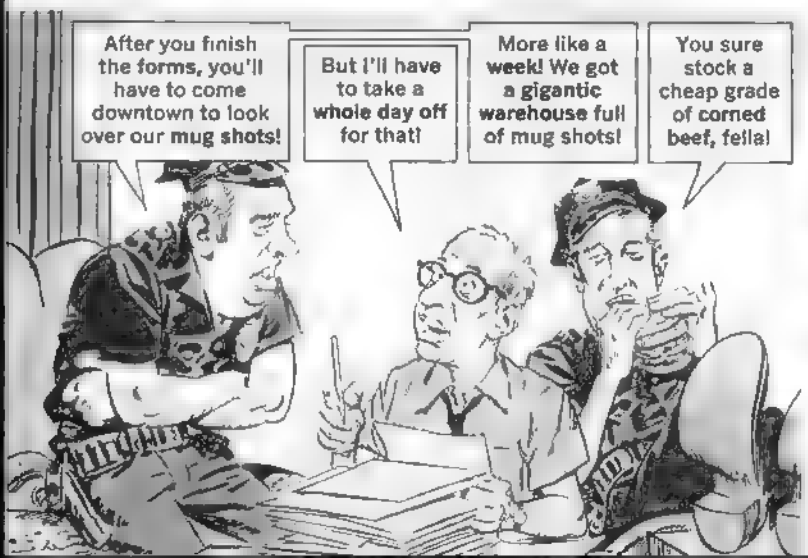


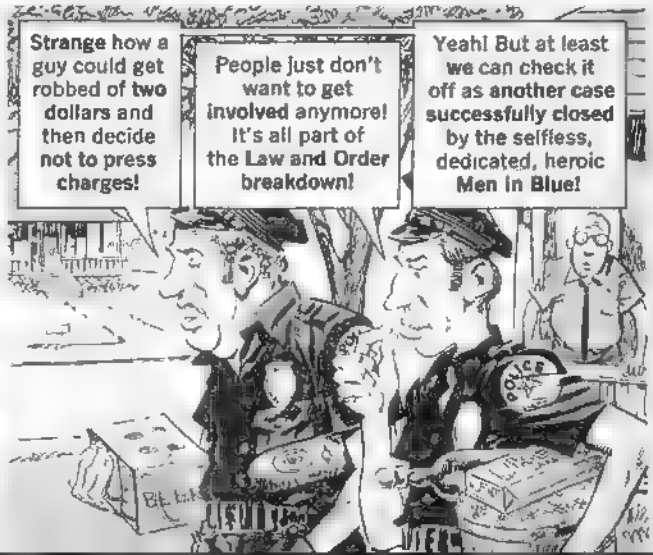


The Beleagured League Of Crime Victims Presents

SLOVENLY FUZZ–UNIT 12

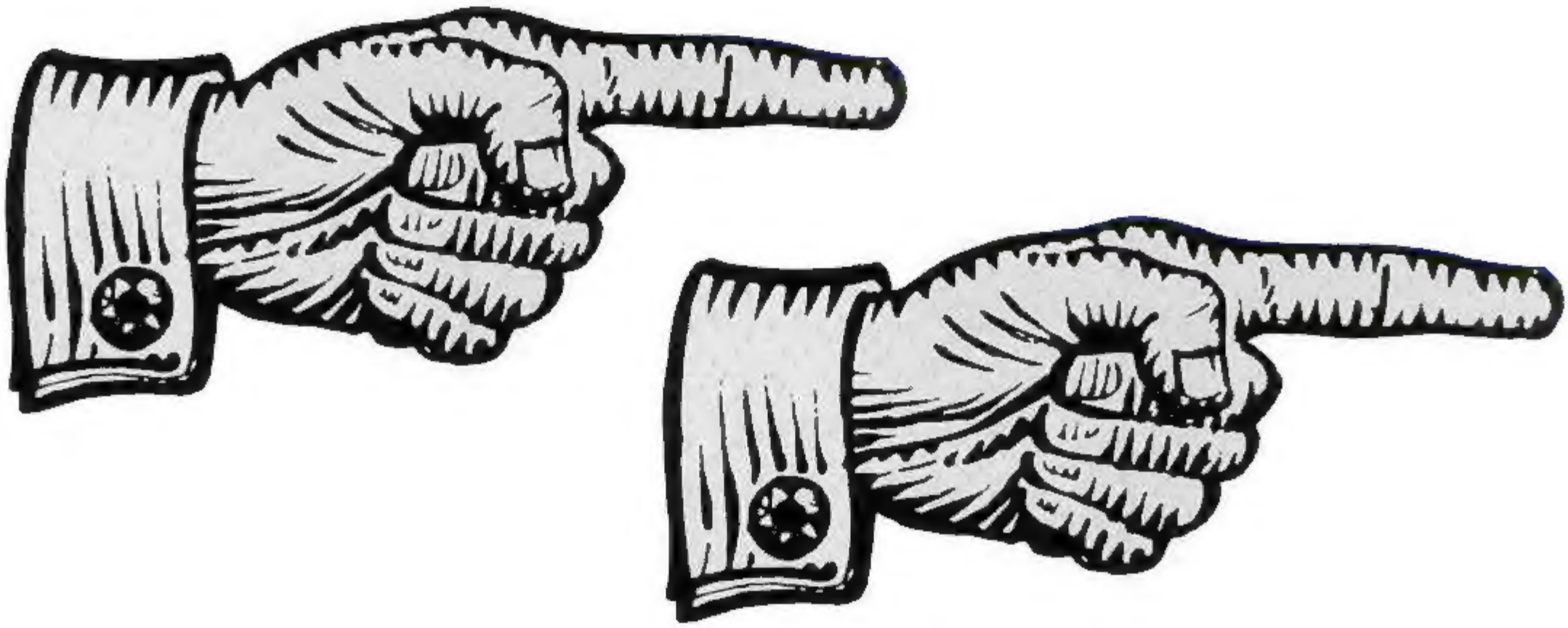






Nothing to see here!

Please skip ahead.



WHOSE LIFE WOULD BE SERIOUSLY ENDANGERED IF POT WERE LEGALIZED?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Some people think that Pot is harmless, and some people think that Pot is harmful. But one thing is sure. Everyone agrees that, for some people, legalized Pot would have a murderous effect. To find out who they are, fold in the page as shown.

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

THE MISGUIDED POT SMOKER IS MERELY A NAUGHTY BOOB TO MANY. BUT OTHERS WOULD PENALIZE BUSTED POTHEADS SEVERELY FOR THEIR SILLINESS

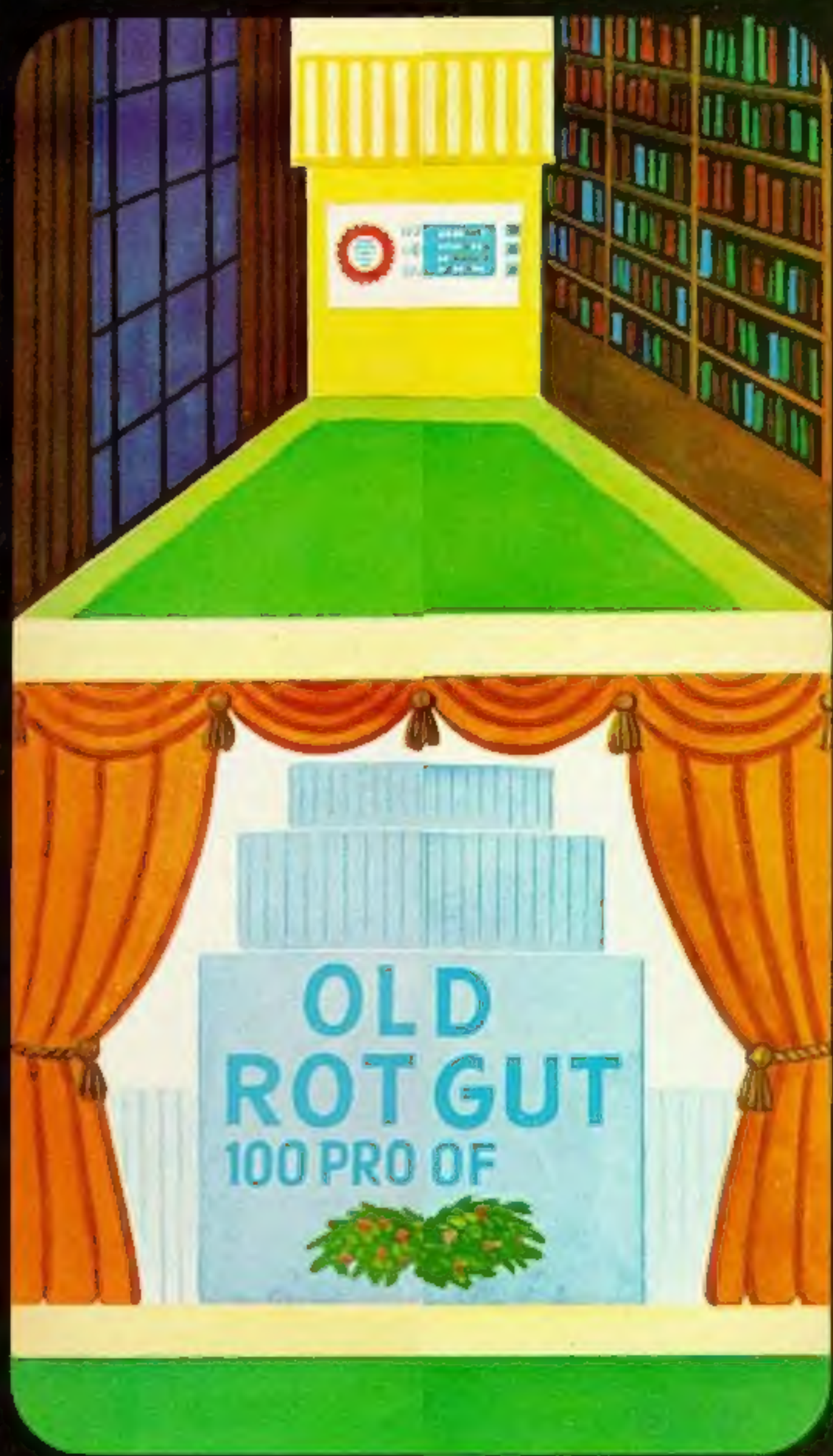
ARTIST & WRITER: AL JAFFEE

A▸ ◂B

WHOSE LIFE WOULD BE SERIOUSLY ENDANGERED IF POT WERE LEGALIZED?

FOLD PAGE OVER LIKE THIS!

A▸◂B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

THE MIGHTY BOOZE BUSINESS

A▸◂B

DESIGNED BY: MAX BRANDEL PHOTOGRAPHER: IRVING SCHILD

ANOTHER MAD MINI-POSTER